

RUM • NASDAQ • WEEK ENDED 24 JUL 2026

Weekly Investor Report

Rumble Inc. • Communication Services • Internet Content & Information

LATEST CLOSE

5.71 USD

-0.9% latest week

Weekly setup

Weak trend

The weekly trend is not active. Price is -9.6% below the Trend Line and sits at 18.4% of its 52-week range. The latest completed week returned -0.9%, after a -9.7% four-week move. The latest factor snapshot indicates quality ranks weakly versus its universe; growth is moderate; valuation is expensive relative to peers. Options positioning is bullish with 39/100 conviction, while the latest news-sentiment score is 53/100. Near-term considerations: volume confirmation is below normal; earnings are due in 11d.

Technical setup score 20/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

5.71 USD

24 Jul 2026

1W RETURN

-0.9%

latest completed week

4W RETURN

-9.7%

short-term follow-through

12W RETURN

-22.2%

quarterly tape

TREND BREADTH

15.4%

8 of 52 weeks active

VOLUME RATIO

0.6x

vs 13-week average

What is working

- No strong opportunity cluster is confirmed yet; monitor trend and activity pressure.

What could go wrong

- The trend backdrop is inactive, so price action has not confirmed a constructive regime.
- Price is below the Trend Line, which keeps downside pressure in focus.
- Price is below Fair Value, so the market is still discounting the latest tape.
- Activity pressure is negative, which weakens the current setup.

What to watch next

- Trend Line remains the key weekly regime level.
- Activity pressure is the gauge to monitor for confirmation or fade.
- A volume ratio above 1.5x would show stronger participation in the next move.

This week's evidence at a glance

PRICE FOLLOW-THROUGH

-0.9%

Latest completed week; four-week move -9.7%.

INDICATOR STACK

8/27

Trend and activity pressure are weighted against the latest 12-week confirmation window.

TREND BACKDROP

Active

The trend backdrop defines the current weekly regime.

PATIENT CAPITAL

Quiet

Activity-pressure buy-signal status for institutional accumulation timing.

OPTIONS PRESSURE

Bullish

39/100 conviction; expected move 7.0%.

NEWS SENTIMENT

53/100

49 relevant articles in the latest sentiment read.

EVENT RISK

11d

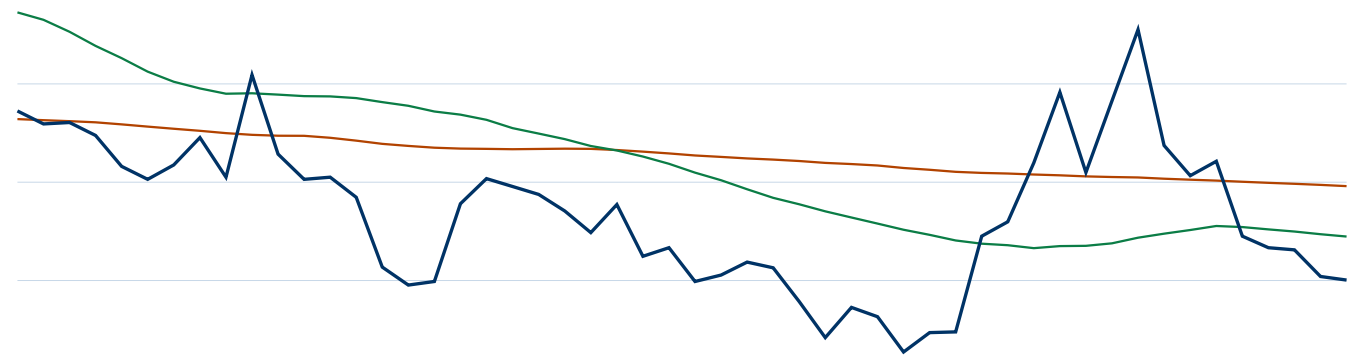
Next report is scheduled for 10 Aug 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is not active. Price is -9.6% below the Trend Line and sits at 18.4% of its 52-week range. The latest completed week returned -0.9%, after a -9.7% four-week move.

52-week price path



Blue: weekly close · Green: Trend Line · Orange: Sharemaestro Fair Value

Position in the 52-week range Close Trend Fair 4.62 USD 10.54 USD Latest close sits at 18.4% of the 52-week range.	RANGE LOCATION 18.4% Shows where the latest close sits between the 52-week low and high.	TREND DISTANCE -9.6% Price premium or discount versus the weekly Trend Line.
FAIR-VALUE GAP -18.6% Premium demand or model discount versus Sharemaestro Fair Value.	HIGH-WATER GAP -45.8% Distance from the latest 52-week high.	

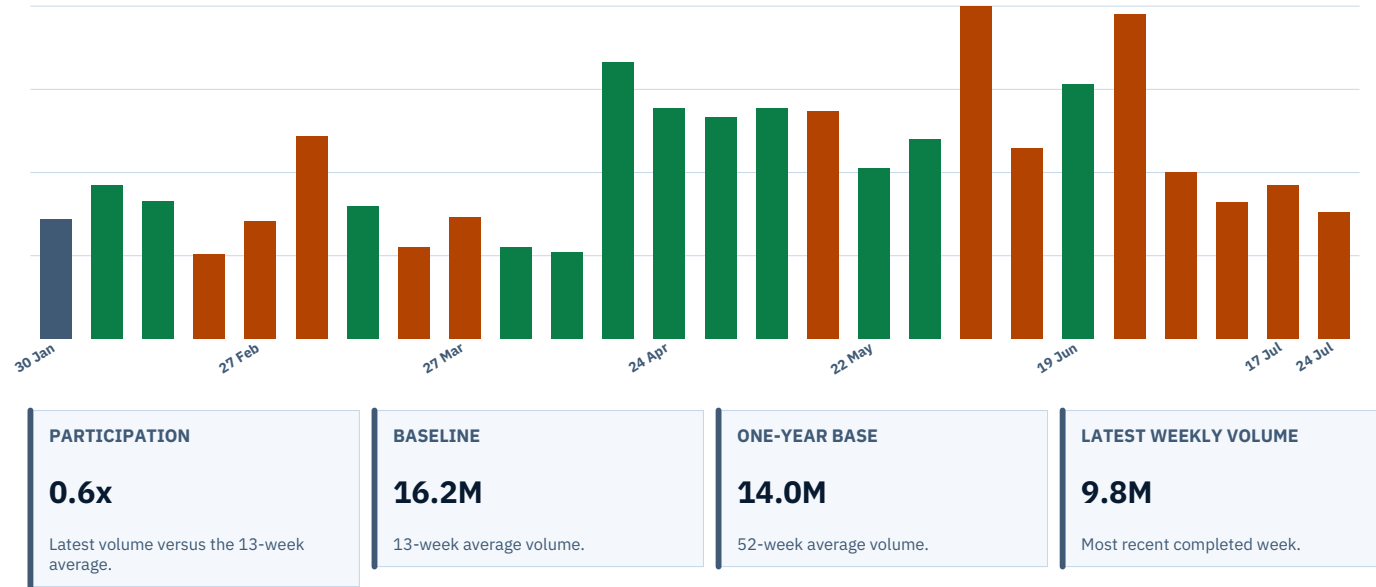
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 0.6x the 13-week average. Participation is below its recent norm, so price strength is not receiving full volume confirmation.

26-week volume confirmation

Bar height shows weekly volume. Green marks an up week; orange marks a down week.



Demand beneath price

Activity pressure and institutional-style signals

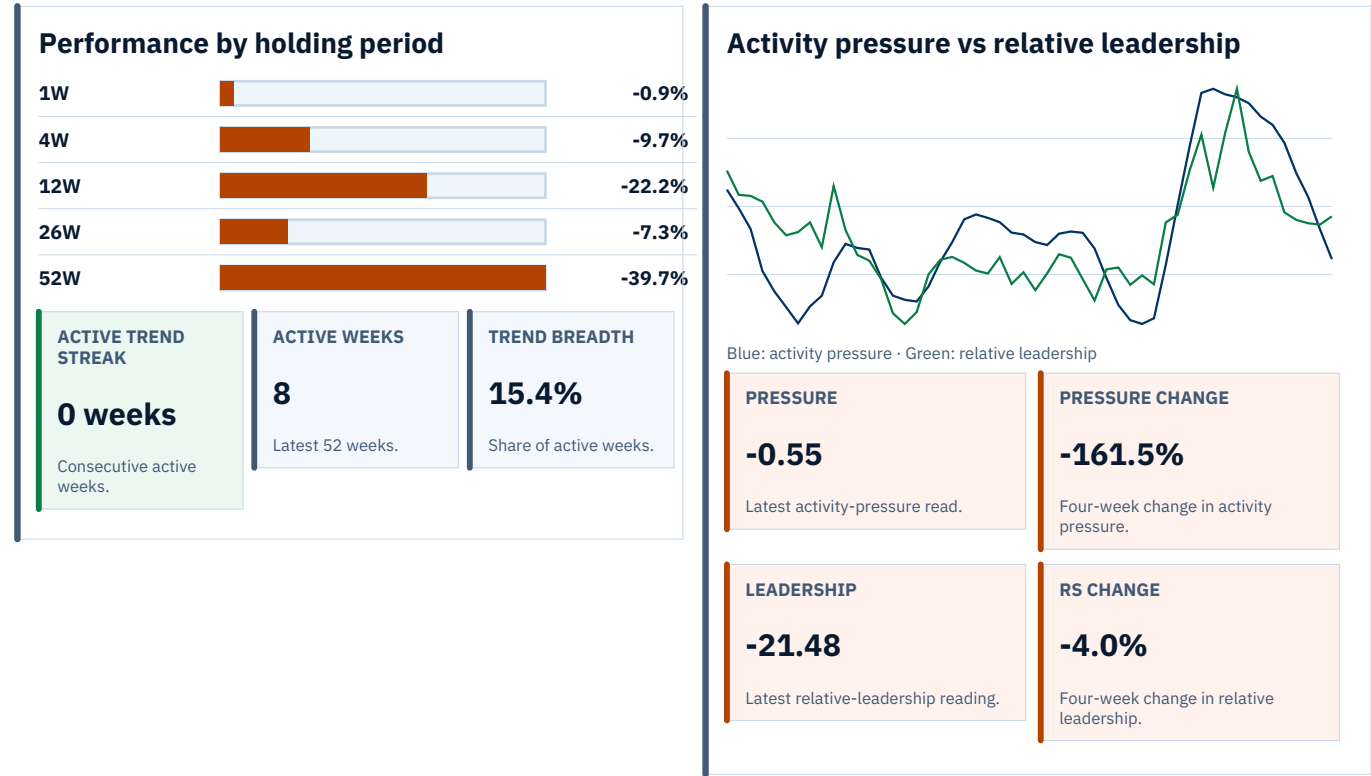
These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.



03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is -9.7% over four weeks, -22.2% over 12 weeks, and -39.7% over one year. The current trend has remained active for 0 consecutive weeks.



Technical setup scorecard

Trend		8
Momentum		8
Activity Pressure		27
Relative Leadership		0
Next-Week Expectancy		50
Volume		25
Smart Money		41
Risk Control		0

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

The latest factor snapshot indicates quality ranks weakly versus its universe; growth is moderate; valuation is expensive relative to peers.

FACTOR WEEK 26 Jul 2026 Latest published factor snapshot.	STATEMENTS THROUGH 31 Dec 2025 Financial reporting period used.	FIELD COVERAGE 82% Available factor fields.	MODEL CONFIDENCE 78% Snapshot confidence.
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Relative factor standing Higher display scores are better. Each score is converted from the underlying universe rank, where rank 1 is best.		
Overall factor strength		3/100
Value		16/100
Quality		16/100
Momentum		9/100
Growth		27/100

Valuation How much investors are paying for earnings, sales, and cash flow.	Business quality Margins and the return generated on invested capital.
P/E - Price divided by trailing earnings.	GROSS MARGIN 14.7% Gross profit retained from each unit of revenue.
PRICE / SALES 15.4x Market value relative to trailing revenue.	OPERATING MARGIN -71.0% Operating profit retained from revenue.
EV / EBITDA - Enterprise value relative to operating cash earnings.	FREE-CASH-FLOW MARGIN -64.4% Free cash flow generated from revenue.
FREE-CASH-FLOW YIELD -4.9% Free cash flow as a share of enterprise value.	RETURN ON INVESTED CAPITAL -167.8% Operating return generated on invested capital.

04 · FUNDAMENTALS AND VALUATION · CONTINUED

Growth, shareholder returns, and balance-sheet strength

The second half of the fundamental read separates recent business growth from cash returned to shareholders and financial leverage.

Growth and financial strength	Shareholder return and balance sheet
Recent business growth and accounting strength.	Cash returned to owners and financial leverage.
REVENUE GROWTH0.9%	DIVIDEND YIELD-
Latest one-year revenue growth.	Cash dividends relative to market value.
EPS GROWTH-	BUYBACK YIELD-49.2%
Latest one-year earnings-per-share growth.	Net share repurchases relative to market value.
FREE-CASH-FLOW GROWTH-322.1%	SHAREHOLDER YIELD-49.2%
Latest one-year free-cash-flow growth.	Dividend yield plus net buyback yield.
PIOTROSKI F-SCORE5/9	NET DEBT / EBITDA3.8x
Nine-point accounting-strength checklist.	Balance-sheet debt relative to operating cash earnings.

How to read this

Quality and valuation are separate questions. A strong company can still carry a demanding valuation, so profitability, growth, balance-sheet strength, and the price paid for those characteristics should be assessed independently.

The latest factor snapshot indicates quality ranks weakly versus its universe; growth is moderate; valuation is expensive relative to peers.

05 · OWNERSHIP, OPTIONS, AND SENTIMENT

What other market participants are doing

Options, insider transactions, market sentiment, and activity-pressure signals can confirm or challenge the price story. None should be used alone.

Options positioning

Bullish

RUM shows bullish options pressure with a 39/100 conviction score, put-call volume ratio of 0.68, expected move of 7.0%, and Sharemaestro trend signal inactive.

CONVICTION

39/100

Options signal conviction.

EXPECTED MOVE

7.0%

Nearest-chain pricing.

PUT/CALL VOLUME

0.68

Contract volume balance.

Pressure

27

Speculation

41

Volatility

84

Trend agreement

40

News sentiment

53/100

Weighted news tone is neutral across 49 relevant articles.

13 positive · 31 neutral · 5 negative

Insider activity

-

No recent insider transactions are stored.

Acquisitions / disposals over the latest 180 days. Insider activity is context, not a stand-alone signal.

Patient Capital

Quiet

Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.

No recent buy signal

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Not financial advice. Market and fundamental data may be delayed, incomplete, or inaccurate. See the full disclosure on the final page.

06 · CATALYSTS AND RISK

What can move the shares—and how volatile the path has been

Event timing, options-implied movement, drawdown, and weekly gains and losses frame the risk around the current setup.

NEXT EARNINGS
11d
Next report is scheduled for 10 Aug 2026; event risk rises as the date approaches.

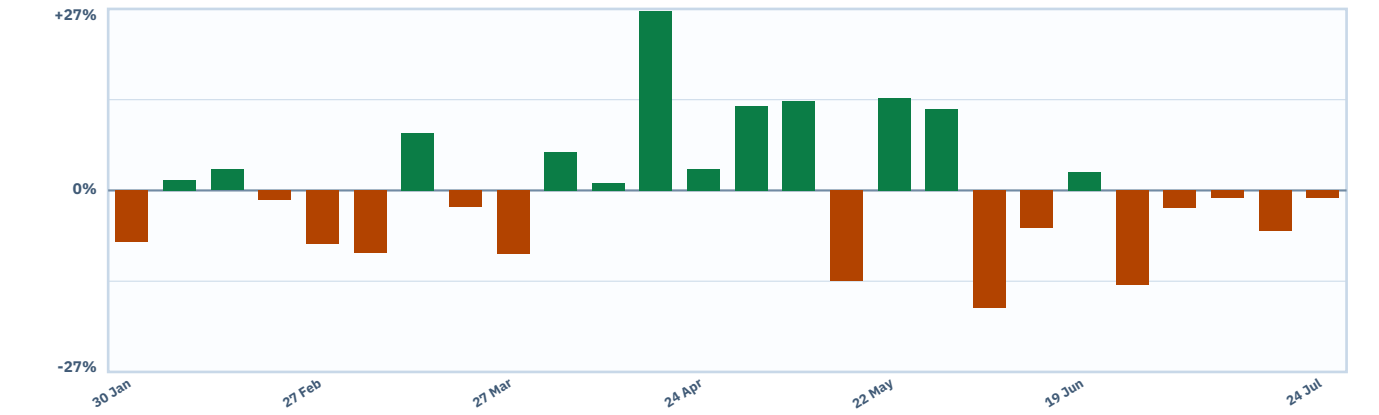
OPTIONS EXPECTED MOVE
7.0%
Nearest-chain priced movement where available.

52-WEEK DRAWDOWN
-45.8%
Distance below the 52-week high.

13-WEEK VOLATILITY
10.5%
Standard deviation of weekly returns.

Weekly gains and losses

Each bar is one completed week. Gains rise above zero; losses fall below it. Taller bars mean a larger move.



WEEKS HIGHER
12 of 26
14 weeks finished lower.

BEST WEEK
+26.7%
Week of 17 Apr.

WORST WEEK
-17.5%
Week of 5 Jun.

LATEST WEEK
-0.9%
Week of 24 Jul.

Shape of recent returns

Strong gains		7
Modest gains		5
Flat weeks		-
Modest losses		5
Sharp losses		9

RECENT VOL
10.5%
13-week weekly-return volatility.

BASE VOL
9.1%
52-week weekly-return volatility.

UP/DOWN SPLIT
22/30
Count of positive and negative weeks in the 52-week window.

AVERAGE SKEW
7.5% / -6.5%
Average positive week versus average negative week.

07 · SECTOR AND PEER CONTEXT

Is this stock leading—or simply moving with its group?

Sector and industry breadth distinguish company-specific strength from a broad group move.

Sector · US Communication Services

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
88 / 100	-0.8%	41.0%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
ATHM	NYSE	-2.0%	17.9%	Inactive
WPP	NYSE	-1.6%	16.2%	Inactive
BZ	NASDAQ	3.4%	16.0%	Inactive
DJT	NASDAQ	-11.4%	15.4%	Inactive
JOYY	NASDAQ	5.5%	13.5%	Active

Industry · US Internet Content & Information

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
47 / 66	-5.7%	24.2%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
ATHM	NYSE	-2.0%	17.9%	Inactive
BZ	NASDAQ	3.4%	16.0%	Inactive
MNY	NASDAQ	-0.9%	15.7%	Inactive
DJT	NASDAQ	-11.4%	15.4%	Inactive
GRPN	NASDAQ	-7.3%	14.2%	Active

08 · EVIDENCE AND WEEKLY DATA

The underlying research record

Every top-level statement should be traceable to a stored market, fundamental, event, or positioning observation.

Cross-signal evidence matrix

Evidence pillar	Score / read	Summary	Detail
Weekly tape	22/100	Trend, activity pressure, participation, and risk combine to a 22/100 tape read.	
Indicator analysis	51/100	Latest 12-week confirmation: trend 8/12, activity pressure 10/12, relative leadership 1/12.	Activity pressure 0.40; No reversal markers
Factors	10/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 96; Small Cap Core rank 91
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Options	53/100	RUM shows bullish options pressure with a 39/100 conviction score, put-call volume ratio of 0.68, expected move of 7.0%, and Sharemaestro trend signal inactive.	Bullish · Call-side pressure · Expected move 7.0%
Sentiment	53/100	Weighted news tone is neutral across 49 relevant articles.	Rumble Stock Is Diving After Hours – What Happened To Q4 Revenue?
Insiders	50/100	No recent insider transaction evidence is stored.	Not currently available.
Earnings	11d	Next report is scheduled for 10 Aug 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH -0.9% Latest completed week; four-week move -9.7%.	INDICATOR STACK 8/27 Trend and activity pressure are weighted against the latest 12-week confirmation window.	TREND BACKDROP Active The trend backdrop defines the current weekly regime.	PATIENT CAPITAL Quiet Activity-pressure buy-signal status for institutional accumulation timing.
OPTIONS PRESSURE Bullish 39/100 conviction; expected move 7.0%.	NEWS SENTIMENT 53/100 49 relevant articles in the latest sentiment read.	EVENT RISK 11d Next report is scheduled for 10 Aug 2026; event risk rises as the date approaches.	

08 · EVIDENCE AND WEEKLY DATA · CONTINUED

Recent completed weeks

The completed weekly bars behind the report provide a compact audit trail for price, trend, Fair Value, activity pressure, leadership, and volume.

Week	Close	Return	Trend Line	Fair Value	Pressure	Leadership	Volume	Trend
24 Jul 2026	5.71 USD	-0.9%	6.31 USD	7.01 USD	-0.55	-21.48	9.8M	Off
17 Jul 2026	5.76 USD	-6.0%	6.35 USD	7.03 USD	-0.18	-23.23	11.8M	Off
10 Jul 2026	6.13 USD	-0.5%	6.38 USD	7.05 USD	0.22	-22.95	10.5M	On
03 Jul 2026	6.16 USD	-2.5%	6.41 USD	7.06 USD	0.52	-22.22	12.8M	On
26 Jun 2026	6.32 USD	-14.1%	6.45 USD	7.08 USD	0.89	-20.65	25.1M	On
19 Jun 2026	7.36 USD	2.8%	6.46 USD	7.09 USD	1.11	-12.93	19.7M	On
12 Jun 2026	7.16 USD	-5.5%	6.41 USD	7.10 USD	1.22	-13.95	14.7M	On
05 Jun 2026	7.58 USD	-17.5%	6.35 USD	7.12 USD	1.38	-7.80	25.7M	On
29 May 2026	9.19 USD	12.1%	6.30 USD	7.14 USD	1.46	5.58	15.4M	On
22 May 2026	8.20 USD	13.8%	6.22 USD	7.14 USD	1.49	-3.85	13.2M	On
15 May 2026	7.21 USD	-13.4%	6.19 USD	7.15 USD	1.56	-15.39	17.6M	Off
08 May 2026	8.32 USD	13.4%	6.18 USD	7.17 USD	1.51	-4.15	17.8M	Off
01 May 2026	7.34 USD	12.6%	6.15 USD	7.18 USD	0.84	-11.82	17.1M	Off
24 Apr 2026	6.52 USD	3.2%	6.19 USD	7.19 USD	0.12	-21.16	17.8M	Off

How to use this report

This is a completed-week research summary. It explains the available evidence and its conflicts; it does not predict a guaranteed outcome or replace your own risk assessment. Fundamental figures may refer to an earlier financial reporting period, which is shown in the fundamentals section.

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