

HRI · NYSE · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Herc Holdings Inc · Industrials · Rental & Leasing Services

LATEST CLOSE

162.6 USD

8.8% latest week

Weekly setup

Mixed setup

The weekly trend is not active. Price is 18.5% above the Trend Line and sits at 75.7% of its 52-week range. The latest completed week returned 8.8%, after a 7.5% four-week move. The latest factor snapshot indicates quality is middle-of-the-pack; growth is moderate; valuation is neither clearly cheap nor expensive. Options positioning is volatility with 48/100 conviction, while the latest news-sentiment score is 57/100. Near-term considerations: volume confirmation is below normal; earnings are due in 5d.

Technical setup score 55/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

162.6 USD

24 Jul 2026

1W RETURN

8.8%

latest completed week

4W RETURN

7.5%

short-term follow-through

12W RETURN

22.8%

quarterly tape

TREND BREADTH

40.4%

21 of 52 weeks active

VOLUME RATIO

0.9x

vs 13-week average

What is working

- Price is above the Trend Line, keeping the weekly tape constructive.
- Price is above Fair Value, showing premium demand versus the model.
- Activity pressure is positive on the latest completed week.
- Activity pressure is constructive, supporting the smart-money activity read.

What could go wrong

- The trend backdrop is inactive, so price action has not confirmed a constructive regime.

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

8.8%

Latest completed week; four-week move 7.5%.

INDICATOR STACK

22/61

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

Recent

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

OPTIONS PRESSURE

Volatility

48/100 conviction; expected move 16.0%.

NEWS SENTIMENT

57/100

23 relevant articles in the latest sentiment read.

EVENT RISK

5d

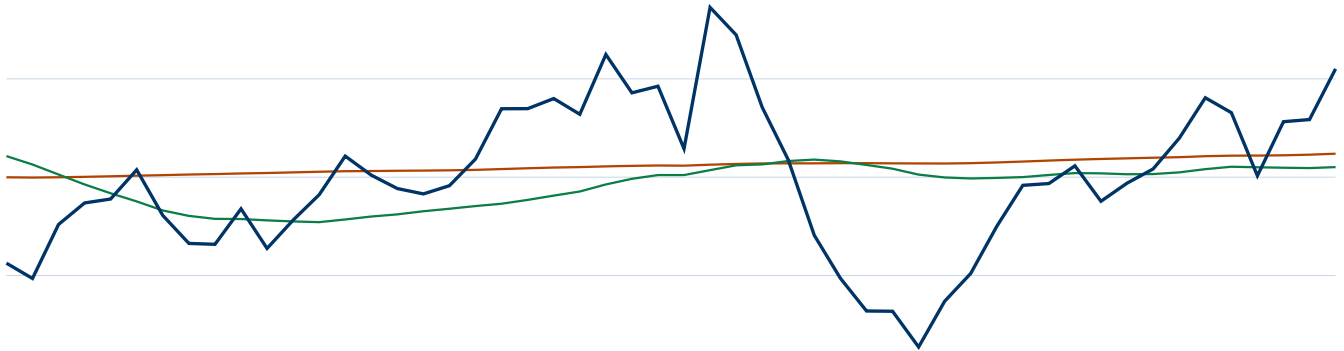
Next report is scheduled for 04 Aug 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

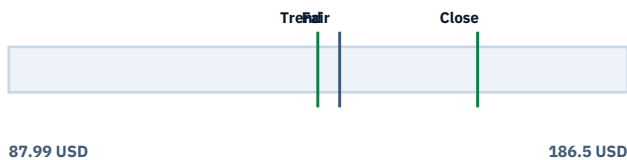
The weekly trend is not active. Price is 18.5% above the Trend Line and sits at 75.7% of its 52-week range. The latest completed week returned 8.8%, after a 7.5% four-week move.

52-week price path



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

Position in the 52-week range



Latest close sits at 75.7% of the 52-week range.

RANGE LOCATION

75.7%

Shows where the latest close sits between the 52-week low and high.

TREND DISTANCE

18.5%

Price premium or discount versus the weekly Trend Line.

FAIR-VALUE GAP

15.6%

Premium demand or model discount
versus Sharemaestro Fair Value.

HIGH-WATER GAP

-12.8%

Distance from the latest 52-week high.

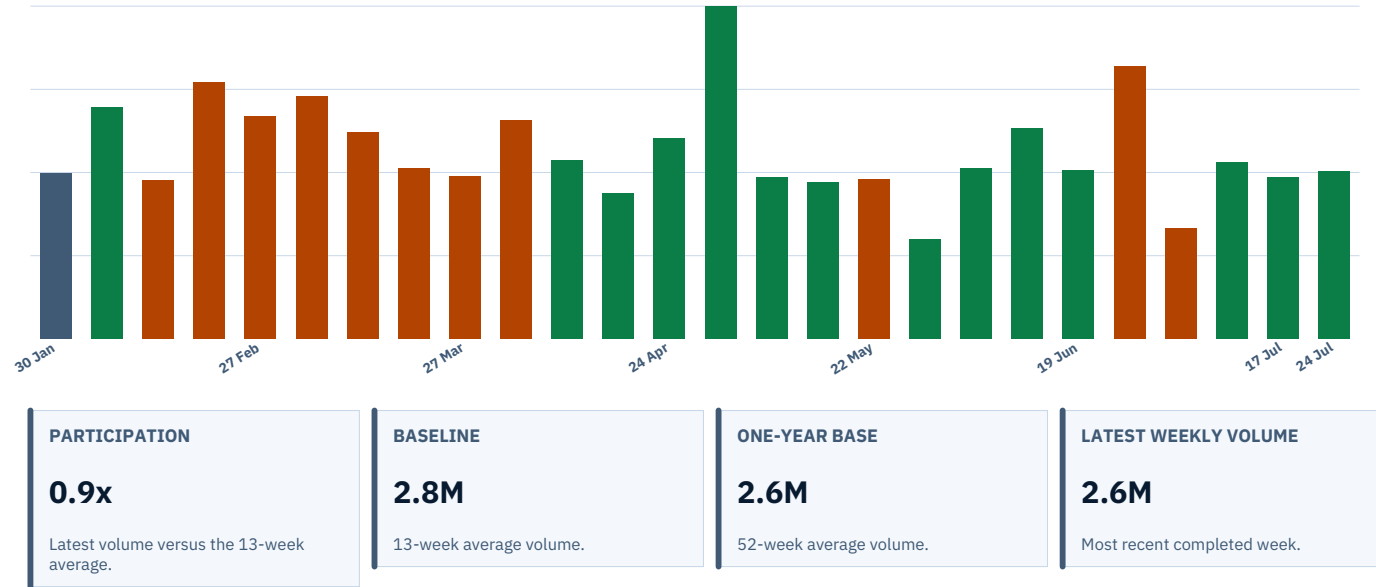
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 0.9x 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

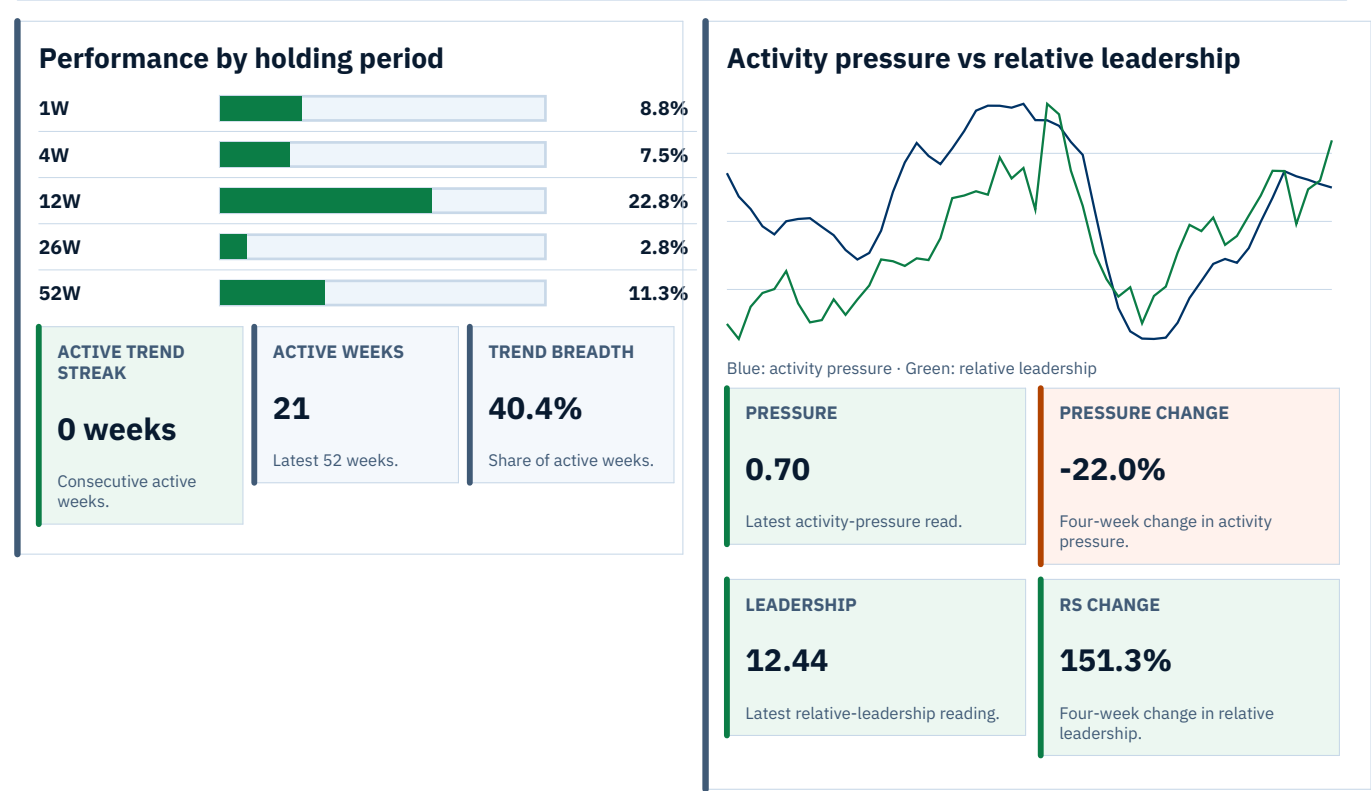
These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.



03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is 7.5% over four weeks, 22.8% over 12 weeks, and 11.3% over one year. The current trend has remained active for 0 consecutive weeks.



Technical setup scorecard

Trend		22
Momentum		88
Activity Pressure		61
Relative Leadership		99
Next-Week Expectancy		50
Volume		39
Smart Money		34
Risk Control		48

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

The latest factor snapshot indicates quality is middle-of-the-pack; growth is moderate; valuation is neither clearly cheap nor expensive.

FACTOR WEEK 26 Jul 2026 Latest published factor snapshot.	STATEMENTS THROUGH 31 Dec 2025 Financial reporting period used.	FIELD COVERAGE 94% Available factor fields.	MODEL CONFIDENCE 90% 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		51/100
Value		70/100
Quality		25/100
Momentum		33/100
Growth		29/100

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 29.2% Gross profit retained from each unit of revenue.
PRICE / SALES 1.2x Market value relative to trailing revenue.	OPERATING MARGIN 12.6% Operating profit retained from revenue.
EV / EBITDA 13.7x Enterprise value relative to operating cash earnings.	FREE-CASH-FLOW MARGIN 49.4% Free cash flow generated from revenue.
FREE-CASH-FLOW YIELD 15.3% Free cash flow as a share of enterprise value.	RETURN ON INVESTED CAPITAL 3.8% 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 GROWTH28.4% Latest one-year revenue growth.	DIVIDEND YIELD1.7% Cash dividends relative to market value.
EPS GROWTH- Latest one-year earnings-per-share growth.	BUYBACK YIELD-0.1% Net share repurchases relative to market value.
FREE-CASH-FLOW GROWTH-3.1% Latest one-year free-cash-flow growth.	SHAREHOLDER YIELD1.6% Dividend yield plus net buyback yield.
PIOTROSKI F-SCORE3/9 Nine-point accounting-strength checklist.	NET DEBT / EBITDA8.8x 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 is middle-of-the-pack; growth is moderate; valuation is neither clearly cheap nor expensive.

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

Volatility

HRI shows volatility options pressure with a 48/100 conviction score, put-call volume ratio of 0.20, expected move of 16.0%, and Sharemaestro trend signal inactive.

CONVICTION	EXPECTED MOVE	PUT/CALL VOLUME
48/100	16.0%	0.20
Options signal conviction.	Nearest-chain pricing.	Contract volume balance.

Pressure		78
Speculation		33
Volatility		82
Trend agreement		0

Insider activity

8 / 0

8 acquisitions and 0 disposals in the latest 180-day insider tape. Acquisitions / disposals over the latest 180 days. Insider activity is context, not a stand-alone signal.

News sentiment

57/100

Weighted news tone is neutral across 23 relevant articles.

10 positive · 13 neutral · 0 negative

Patient Capital

Recent

Activity-pressure buy-signal evidence highlights potential institutional accumulation windows. Recent buy signal in the last 8 weeks

06 · CATALYSTS AND RISK

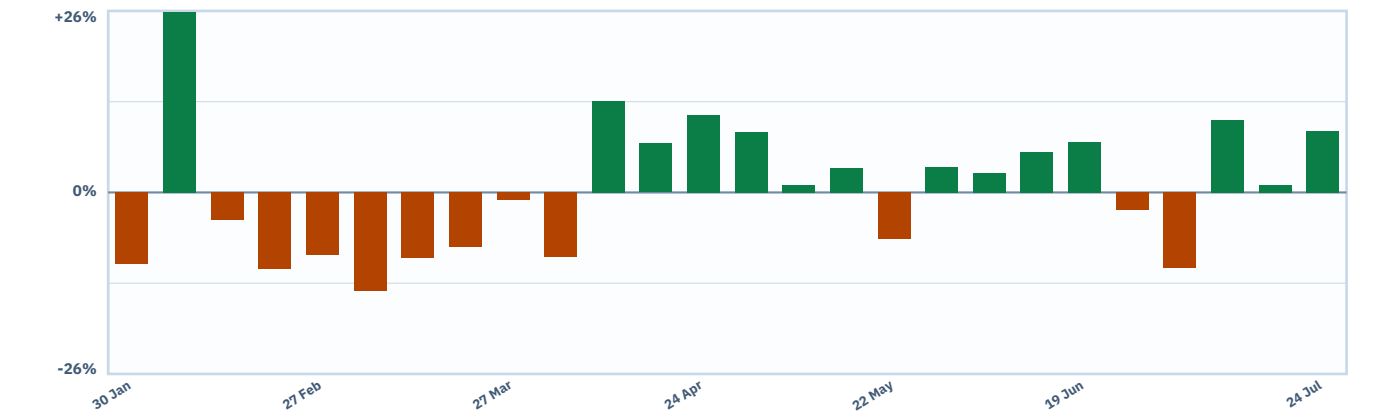
What can move the shares—and how volatile the path has been

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

NEXT EARNINGS 5d Next report is scheduled for 04 Aug 2026; event risk rises as the date approaches.	OPTIONS EXPECTED MOVE 16.0% Nearest-chain priced movement where available.	52-WEEK DRAWDOWN -12.8% Distance below the 52-week high.	13-WEEK VOLATILITY 6.0% Standard deviation of weekly returns.
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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

14 of 26

12 weeks finished lower.

BEST WEEK

+25.8%

Week of 6 Feb.

WORST WEEK

-14.1%

Week of 6 Mar.

LATEST WEEK

+8.8%

Week of 24 Jul.

Shape of recent returns

Strong gains		9
Modest gains		5
Flat weeks		-
Modest losses		3
Sharp losses		9

RECENT VOL

6.0%

13-week weekly-return volatility.

BASE VOL

8.5%

52-week weekly-return volatility.

UP/DOWN SPLIT

29/23

Count of positive and negative weeks in the 52-week window.

AVERAGE SKEW

6.5% / -6.9%

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 Industrials

4-WEEK RANK - / 100 Standing within the tracked group.	GROUP AVERAGE -0.7% Average four-week return.	TREND BREADTH 52.0% Share of peers with an active trend.
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Peer	Exchange	1W return	4W return	Trend
CTAS	NASDAQ	0.7%	19.8%	Inactive
GPN	NYSE	4.0%	15.9%	Inactive
LMT	NYSE	14.5%	14.8%	Inactive
ESLT	NASDAQ	10.6%	14.6%	Inactive
UNP	NYSE	1.8%	14.5%	Active

Industry · US Rental & Leasing Services

4-WEEK RANK 2 / 19 Standing within the tracked group.	GROUP AVERAGE -2.8% Average four-week return.	TREND BREADTH 57.9% Share of peers with an active trend.
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Peer	Exchange	1W return	4W return	Trend
VSTS	NYSE	-5.6%	8.0%	Inactive
HRI	NYSE	8.8%	7.5%	Inactive
UHAL	NYSE	0.2%	6.5%	Active
UHAL-B	NYSE	0.4%	6.4%	Active
SUNB	NYSE	3.1%	3.2%	Inactive

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	49/100	Trend, activity pressure, participation, and risk combine to a 49/100 tape read.	
Indicator analysis	39/100	Latest 12-week confirmation: trend 0/12, activity pressure 7/12, relative leadership 5/12.	Activity pressure 0.57; No reversal markers
Factors	44/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 72; Small Cap Core rank 34
SVQF	17/100	Value and quality alignment from the Sharemaestro SVQF framework.	Composite rank 836.0 of 1013
Patient Capital	Recent	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	Recent buy signal in the last 8 weeks
Options	34/100	HRI shows volatility options pressure with a 48/100 conviction score, put-call volume ratio of 0.20, expected move of 16.0%, and Sharemaestro trend signal inactive.	Volatility · Volatility expansion watch · Expected move 16.0%
Sentiment	57/100	Weighted news tone is neutral across 23 relevant articles.	Herc Holdings Inc (HRI) Cash Flow
Insiders	8 / 0	8 acquisitions and 0 disposals in the latest 180-day insider tape.	
Earnings	5d	Next report is scheduled for 04 Aug 2026; event risk rises as the date approaches.	
Research flow	1 items	0 recent research articles and 1 Market Watch posts are available.	

Current evidence clusters

PRICE FOLLOW-THROUGH 8.8% Latest completed week; four-week move 7.5%.	INDICATOR STACK 22/61 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 Recent Activity-pressure buy-signal status for institutional accumulation timing.
OPTIONS PRESSURE Volatility 48/100 conviction; expected move 16.0%.	NEWS SENTIMENT 57/100 23 relevant articles in the latest sentiment read.	EVENT RISK 5d Next report is scheduled for 04 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	162.6 USD	8.8%	137.2 USD	140.6 USD	0.70	12.44	2.6M	Off
17 Jul 2026	149.5 USD	0.4%	136.9 USD	140.4 USD	0.75	2.64	2.5M	Off
10 Jul 2026	148.9 USD	10.4%	137.0 USD	140.2 USD	0.80	0.53	2.7M	Off
03 Jul 2026	134.9 USD	-10.8%	137.1 USD	140.1 USD	0.84	-7.95	1.7M	Off
26 Jun 2026	151.3 USD	-2.5%	137.3 USD	140.1 USD	0.90	4.95	4.2M	Off
19 Jun 2026	155.1 USD	7.3%	136.6 USD	140.0 USD	0.58	5.02	2.6M	Off
12 Jun 2026	144.6 USD	5.8%	135.8 USD	139.7 USD	0.29	-1.02	3.3M	Off
05 Jun 2026	136.7 USD	2.8%	135.4 USD	139.6 USD	-0.03	-5.87	2.6M	Off
29 May 2026	133.0 USD	3.6%	135.3 USD	139.4 USD	-0.21	-10.83	1.5M	Off
22 May 2026	128.3 USD	-6.7%	135.5 USD	139.3 USD	-0.16	-12.99	2.5M	Off
15 May 2026	137.5 USD	3.4%	135.6 USD	139.1 USD	-0.22	-6.36	2.4M	Off
08 May 2026	132.9 USD	0.4%	135.1 USD	138.8 USD	-0.43	-9.65	2.5M	Off
01 May 2026	132.4 USD	8.7%	134.6 USD	138.6 USD	-0.64	-8.13	5.1M	Off
24 Apr 2026	121.8 USD	11.1%	134.4 USD	138.3 USD	-0.94	-14.86	3.1M	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.

Educational market research only. Not financial, investment, trading, tax, or legal advice. Market data, indicators, summaries, and reports may be delayed, incomplete, or inaccurate. You are responsible for your own decisions and should seek independent professional advice where appropriate.

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