

DECK · NYSE · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Deckers Outdoor Corporation · Consumer Cyclical · Footwear & Accessories

LATEST CLOSE

96.04 USD

-9.8% latest week

Weekly setup

Weak trend

The weekly trend is not active. Price is -9.6% below the Trend Line and sits at 36.8% of its 52-week range. The latest completed week returned -9.8%, after a -8.1% four-week move. The latest factor snapshot indicates quality ranks strongly versus its universe; growth is moderate; valuation is neither clearly cheap nor expensive. Options positioning is mixed with 43/100 conviction, while the latest news-sentiment score is 57/100. Near-term considerations: earnings are due in 84d.

Technical setup score 33/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

96.04 USD

24 Jul 2026

1W RETURN

-9.8%

latest completed week

4W RETURN

-8.1%

short-term follow-through

12W RETURN

-4.8%

quarterly tape

TREND BREADTH

28.8%

15 of 52 weeks active

VOLUME RATIO

1.5x

vs 13-week average

What is working

- Activity pressure is positive on the latest completed week.
- Volume is elevated versus the 13-week average, confirming attention.

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.
- The share remains more than 20% below its 52-week high.

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

-9.8%

Latest completed week; four-week move -8.1%.

INDICATOR STACK

16/43

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

Mixed

43/100 conviction; expected move 8.4%.

NEWS SENTIMENT

57/100

44 relevant articles in the latest sentiment read.

EVENT RISK

84d

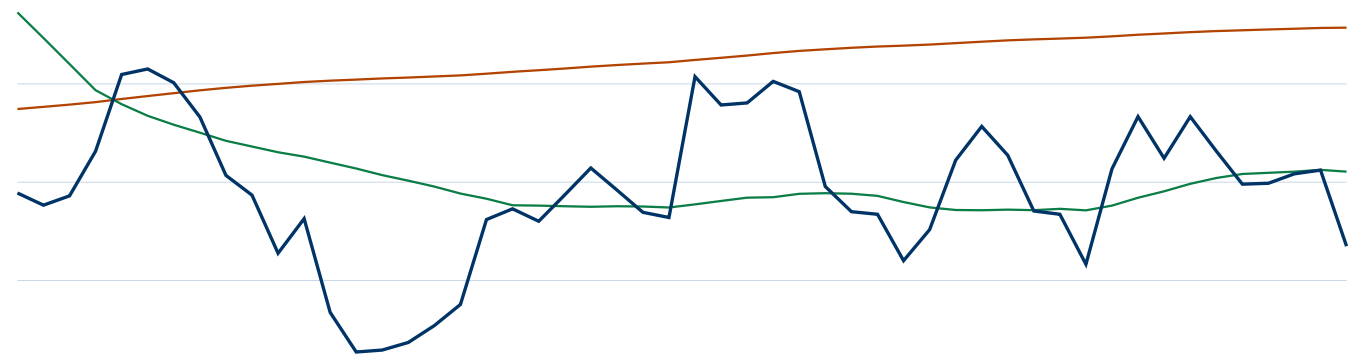
Next report is scheduled for 22 Oct 2026; event risk rises as the date approaches.

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 36.8% of its 52-week range. The latest completed week returned -9.8%, after a -8.1% 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 78.91 USD 125.5 USD Latest close sits at 36.8% of the 52-week range.	RANGE LOCATION 36.8% Shows where the latest close sits between the 52-week low and high. FAIR-VALUE GAP -23.8% Premium demand or model discount versus Sharemaestro Fair Value.	TREND DISTANCE -9.6% Price premium or discount versus the weekly Trend Line. HIGH-WATER GAP -23.4% Distance from the latest 52-week high.
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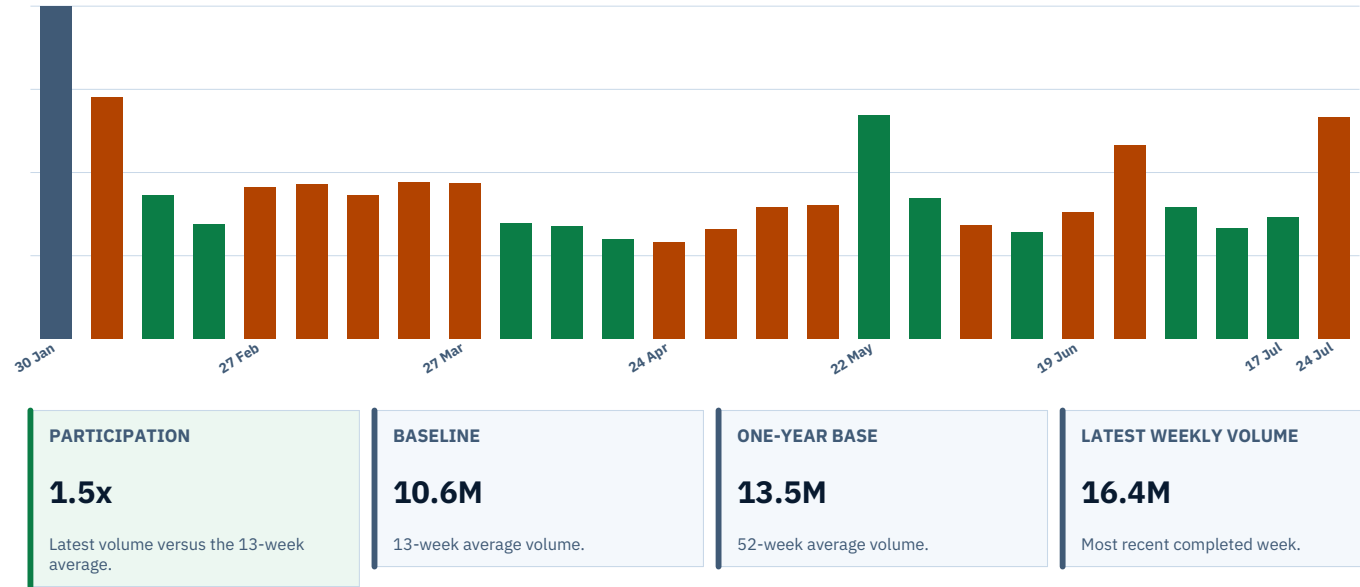
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 1.5x the 13-week average. Participation is unusually strong and confirms that the move is attracting attention.

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

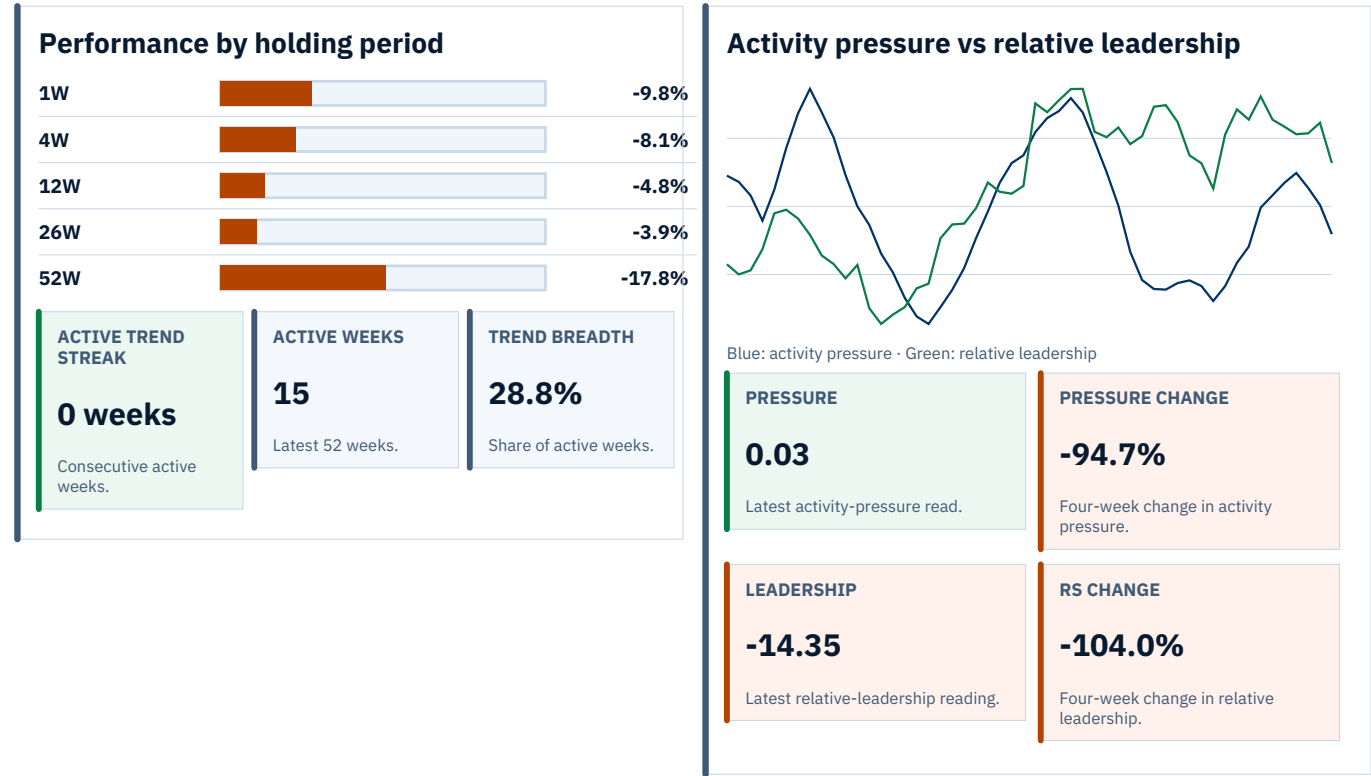
These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.



03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is -8.1% over four weeks, -4.8% over 12 weeks, and -17.8% over one year. The current trend has remained active for 0 consecutive weeks.



Technical setup scorecard

Trend		16
Momentum		27
Activity Pressure		43
Relative Leadership		0
Next-Week Expectancy		50
Volume		65
Smart Money		38
Risk Control		23

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

The latest factor snapshot indicates quality ranks strongly versus its universe; growth is moderate; valuation is neither clearly cheap nor expensive.

FACTOR WEEK 26 Jul 2026 Latest published factor snapshot.	STATEMENTS THROUGH 31 Mar 2026 Financial reporting period used.	FIELD COVERAGE 97% Available factor fields.	MODEL CONFIDENCE 97% 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		82/100
Value		75/100
Quality		96/100
Momentum		18/100
Growth		71/100

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. 13.1x	GROSS MARGIN Gross profit retained from each unit of revenue. 57.4%
PRICE / SALES Market value relative to trailing revenue. 2.4x	OPERATING MARGIN Operating profit retained from revenue. 23.6%
EV / EBITDA Enterprise value relative to operating cash earnings. 9.0x	FREE-CASH-FLOW MARGIN Free cash flow generated from revenue. 22.9%
FREE-CASH-FLOW YIELD Free cash flow as a share of enterprise value. 10.4%	RETURN ON INVESTED CAPITAL Operating return generated on invested capital. 85.9%

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 GROWTH7.8%	DIVIDEND YIELD-
Latest one-year revenue growth.	Cash dividends relative to market value.
EPS GROWTH2.5%	BUYBACK YIELD8.1%
Latest one-year earnings-per-share growth.	Net share repurchases relative to market value.
FREE-CASH-FLOW GROWTH-	SHAREHOLDER YIELD8.1%
Latest one-year free-cash-flow growth.	Dividend yield plus net buyback yield.
PIOTROSKI F-SCORE6/9	NET DEBT / EBITDA-0.8x
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 strongly versus its universe; 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

Mixed

DECK shows mixed options pressure with a 43/100 conviction score, put-call volume ratio of 1.00, expected move of 8.4%, and Sharemaestro trend signal inactive.

CONVICTION

43/100

Options signal conviction.

EXPECTED MOVE

8.4%

Nearest-chain pricing.

PUT/CALL VOLUME

1.00

Contract volume balance.

Pressure

-0

Speculation

90

Volatility

42

Trend agreement

71

News sentiment

57/100

Weighted news tone is neutral across 44 relevant articles.

17 positive · 25 neutral · 2 negative

Insider activity

9 / 7

9 acquisitions and 7 disposals in the latest 180-day insider tape. 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
84d
Next report is scheduled for 22 Oct 2026; event risk rises as the date approaches.

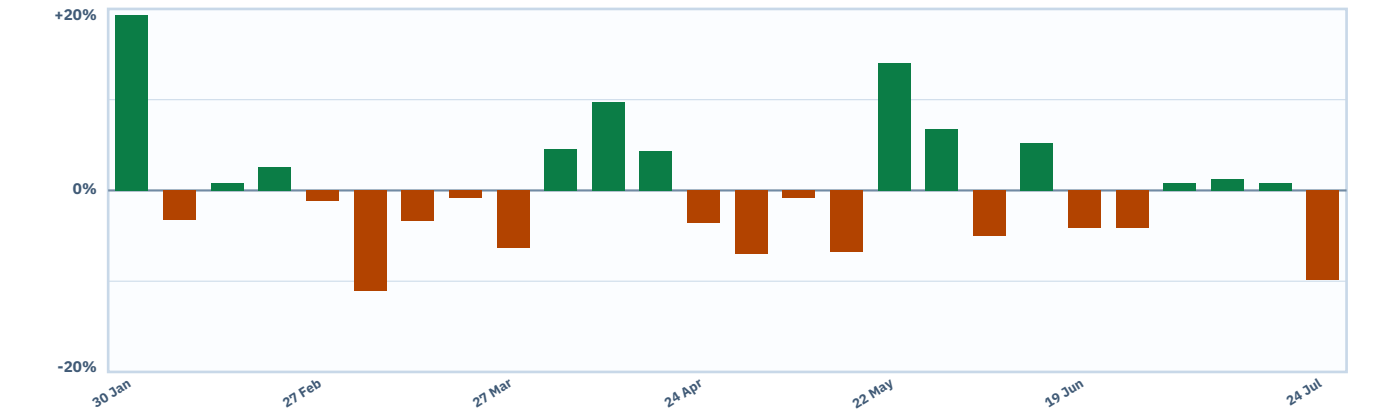
OPTIONS EXPECTED MOVE
8.4%
Nearest-chain priced movement where available.

52-WEEK DRAWDOWN
-23.4%
Distance below the 52-week high.

13-WEEK VOLATILITY
6.3%
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
+19.4%
Week of 30 Jan.

WORST WEEK
-11.1%
Week of 6 Mar.

LATEST WEEK
-9.8%
Week of 24 Jul.

Shape of recent returns

Strong gains		7
Modest gains		5
Flat weeks		-
Modest losses		6
Sharp losses		8

RECENT VOL
6.3%
13-week weekly-return volatility.

BASE VOL
6.4%
52-week weekly-return volatility.

UP/DOWN SPLIT
25/27
Count of positive and negative weeks in the 52-week window.

AVERAGE SKEW
4.8% / -4.8%
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 Consumer Cyclical

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
85 / 100	-0.8%	36.0%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
PAG	NYSE	7.2%	19.3%	Active
JD	NASDAQ	1.9%	18.9%	Active
BABA	NYSE	-2.5%	18.3%	Inactive
MUSA	NYSE	-0.9%	16.5%	Active
PSNYW	NASDAQ	-46.9%	16.5%	Inactive

Industry · US Footwear & Accessories

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
11 / 14	-3.4%	42.9%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
WWW	NYSE	2.3%	10.3%	Inactive
CROX	NASDAQ	-1.8%	5.4%	Active
NKE	NYSE	-4.7%	2.3%	Inactive
WEYS	NASDAQ	-2.5%	0.5%	Active
SHOO	NASDAQ	-1.5%	-1.1%	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	32/100	Trend, activity pressure, participation, and risk combine to a 32/100 tape read.	
Indicator analysis	42/100	Latest 12-week confirmation: trend 6/12, activity pressure 7/12, relative leadership 0/12.	Activity pressure 0.47; No reversal markers
Factors	69/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 7; Small Cap Core rank 33
SVQF	93/100	Value and quality alignment from the Sharemaestro SVQF framework.	Composite rank 76.0 of 1013
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Options	54/100	DECK shows mixed options pressure with a 43/100 conviction score, put-call volume ratio of 1.00, expected move of 8.4%, and Sharemaestro trend signal inactive.	Mixed · Options-market disagreement · Expected move 8.4%
Sentiment	57/100	Weighted news tone is neutral across 44 relevant articles.	How Investors Are Reacting To Deckers (DECK) Upgraded 2027 Guidance And Teva Product Expansion
Insiders	9 / 7	9 acquisitions and 7 disposals in the latest 180-day insider tape.	
Earnings	84d	Next report is scheduled for 22 Oct 2026; event risk rises as the date approaches.	
Research flow	1 items	1 recent research articles and 0 Market Watch posts are available.	

Current evidence clusters

PRICE FOLLOW-THROUGH -9.8% Latest completed week; four-week move -8.1%.	INDICATOR STACK 16/43 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 Mixed 43/100 conviction; expected move 8.4%.	NEWS SENTIMENT 57/100 44 relevant articles in the latest sentiment read.	EVENT RISK 84d Next report is scheduled for 22 Oct 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	96.04 USD	-9.8%	106.3 USD	126.1 USD	0.03	-14.35	16.4M	Off
17 Jul 2026	106.5 USD	0.5%	106.5 USD	126.0 USD	0.28	-6.24	9.0M	Off
10 Jul 2026	106.0 USD	1.2%	106.3 USD	125.9 USD	0.44	-8.37	8.2M	Off
03 Jul 2026	104.7 USD	0.1%	106.1 USD	125.8 USD	0.57	-8.54	9.7M	Off
26 Jun 2026	104.6 USD	-4.2%	106.0 USD	125.7 USD	0.48	-7.03	14.3M	On
19 Jun 2026	109.1 USD	-4.1%	105.4 USD	125.6 USD	0.37	-5.62	9.4M	On
12 Jun 2026	113.8 USD	5.3%	104.6 USD	125.4 USD	0.26	-0.96	7.9M	On
05 Jun 2026	108.1 USD	-5.0%	103.6 USD	125.3 USD	-0.08	-5.60	8.4M	On
29 May 2026	113.8 USD	6.7%	102.7 USD	125.1 USD	-0.23	-3.54	10.4M	On
22 May 2026	106.7 USD	14.0%	101.6 USD	124.9 USD	-0.43	-8.65	16.6M	Off
15 May 2026	93.56 USD	-6.8%	101.0 USD	124.7 USD	-0.57	-19.51	9.9M	Off
08 May 2026	100.4 USD	-0.5%	101.2 USD	124.6 USD	-0.43	-14.38	9.7M	On
01 May 2026	100.9 USD	-7.0%	101.0 USD	124.5 USD	-0.38	-12.82	8.1M	On
24 Apr 2026	108.5 USD	-3.5%	101.1 USD	124.3 USD	-0.41	-6.10	7.1M	On

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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