

RYM • NASDAQ • WEEK ENDED 24 JUL 2026

Weekly Investor Report

RYTHM, Inc. • Consumer Defensive • Tobacco

LATEST CLOSE

19.50 USD

-12.2% latest week

Weekly setup

Weak trend

The weekly trend is not active. Price is -13.1% below the Trend Line and sits at 13.9% of its 52-week range. The latest completed week returned -12.2%, after a -31.3% four-week move. The latest factor snapshot indicates quality is middle-of-the-pack; growth is moderate; valuation is neither clearly cheap nor expensive. The latest news-sentiment score is 54/100. Near-term considerations: earnings are due in 15d.

Technical setup score 24/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

19.50 USD

24 Jul 2026

1W RETURN

-12.2%

latest completed week

4W RETURN

-31.3%

short-term follow-through

12W RETURN

-33.5%

quarterly tape

TREND BREADTH

46.2%

24 of 52 weeks active

VOLUME RATIO

1.5x

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

-12.2%

Latest completed week; four-week move -31.3%.

INDICATOR STACK

25/27

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.

NEXT-WEEK EXPECTANCY

Negative 39.21%

Historical one-week expectancy contributes to the evidence score when direction is confirmed.

NEWS SENTIMENT

54/100

26 relevant articles in the latest sentiment read.

EVENT RISK

15d

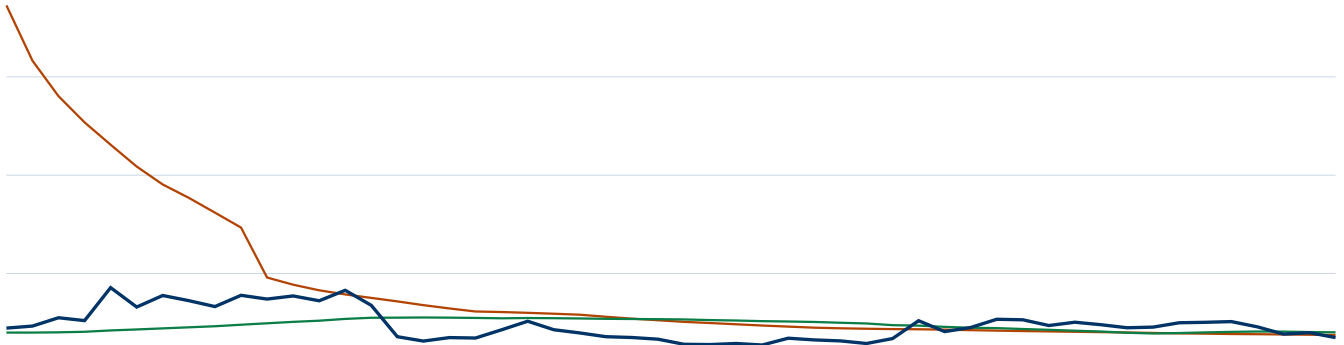
Next report is scheduled for 14 Aug 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

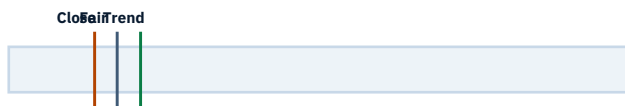
The weekly trend is not active. Price is -13.1% below the Trend Line and sits at 13.9% of its 52-week range. The latest completed week returned -12.2%, after a -31.3% four-week move.

52-week price path



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

Position in the 52-week range



14.00 USD

53.65 USD

Latest close sits at 13.9% of the 52-week range.

RANGE LOCATION

13.9%

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

TREND DISTANCE

-13.1%

Price premium or discount versus the weekly Trend Line.

FAIR-VALUE GAP

-6.9%

Premium demand or model discount
versus Sharemaestro Fair Value.

HIGH-WATER GAP

-63.7%

Distance from the latest 52-week high.

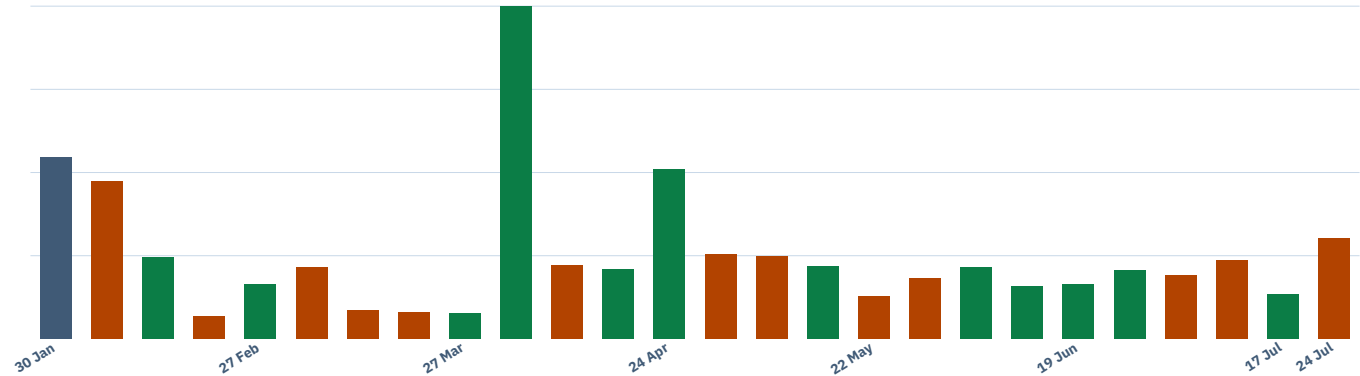
02 · VOLUME AND DEMAND

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.



PARTICIPATION 1.5x Latest volume versus the 13-week average.	BASELINE 57.7K 13-week average volume.	ONE-YEAR BASE 170.9K 52-week average volume.	LATEST WEEKLY VOLUME 85.9K Most recent completed week.
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Demand beneath price

Activity pressure and institutional-style signals

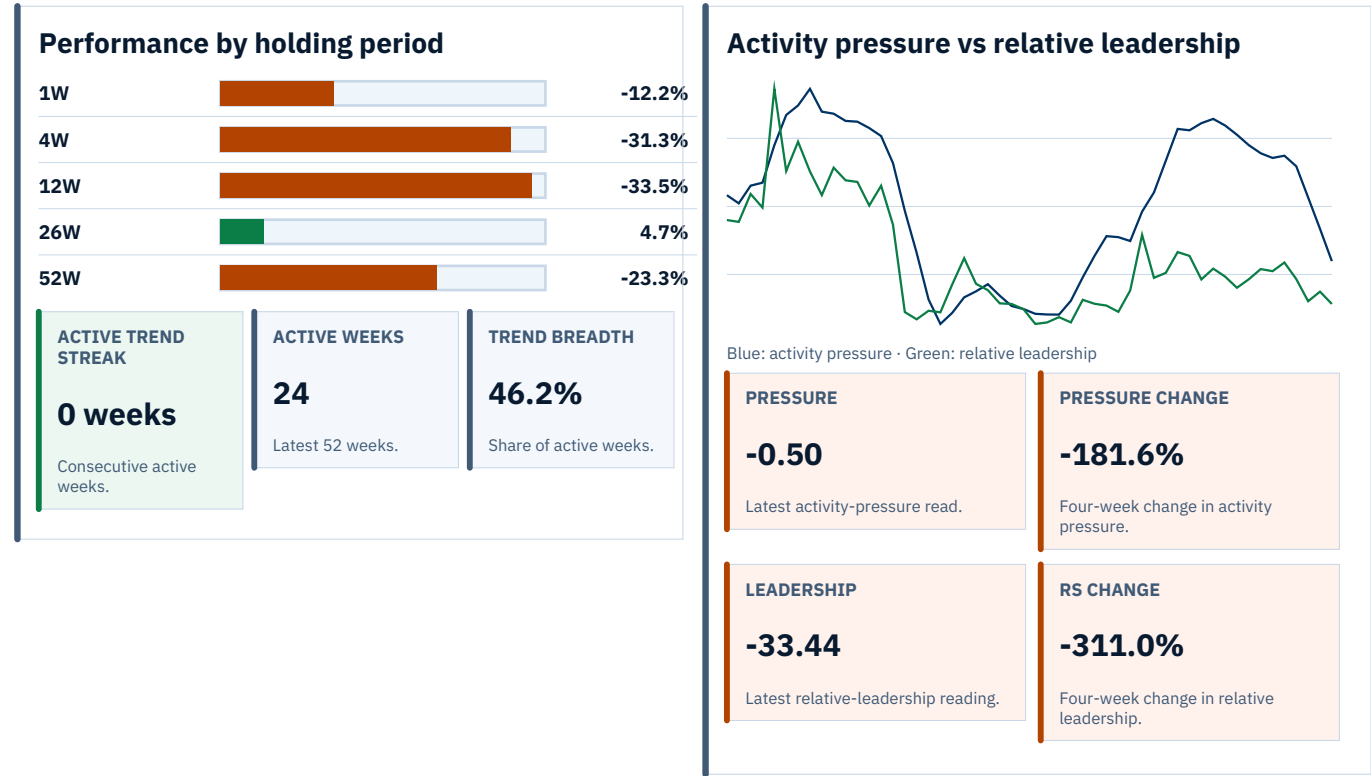
These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.



03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is -31.3% over four weeks, -33.5% over 12 weeks, and -23.3% over one year. The current trend has remained active for 0 consecutive weeks.



Technical setup scorecard

Trend		25
Momentum		0
Activity Pressure		27
Relative Leadership		0
Next-Week Expectancy		30
Volume		63
Smart Money		49
Risk Control		0

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 79% Available factor fields.	MODEL CONFIDENCE 76% 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		42/100
Value		46/100
Quality		44/100
Momentum		46/100
Growth		46/100

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 56.8% Gross profit retained from each unit of revenue.
PRICE / SALES 1.4x Market value relative to trailing revenue.	OPERATING MARGIN -107.2% Operating profit retained from revenue.
EV / EBITDA - Enterprise value relative to operating cash earnings.	FREE-CASH-FLOW MARGIN -18.7% Free cash flow generated from revenue.
FREE-CASH-FLOW YIELD -6.3% Free cash flow as a share of enterprise value.	RETURN ON INVESTED CAPITAL -28.8% 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 GROWTH294.1% Latest one-year revenue growth.	DIVIDEND YIELD- Cash dividends relative to market value.
EPS GROWTH- Latest one-year earnings-per-share growth.	BUYBACK YIELD0.0% Net share repurchases relative to market value.
FREE-CASH-FLOW GROWTH- Latest one-year free-cash-flow growth.	SHAREHOLDER YIELD0.0% Dividend yield plus net buyback yield.
PIOTROSKI F-SCORE3/9 Nine-point accounting-strength checklist.	NET DEBT / EBITDA-2.1x 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.

Insider activity

-

No recent insider transactions are stored.
Acquisitions / disposals over the latest 180 days. Insider activity is context, not a stand-alone signal.

News sentiment

54/100

Weighted news tone is neutral across 26 relevant articles.

5 positive · 20 neutral · 1 negative

Patient Capital

Quiet

Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.
No recent buy signal

06 · CATALYSTS AND RISK

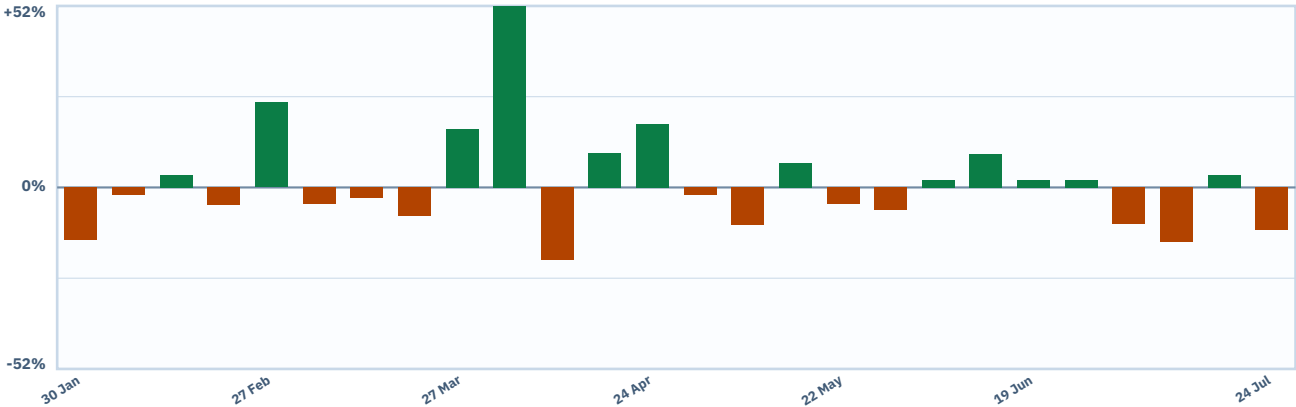
What can move the shares—and how volatile the path has been

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

NEXT EARNINGS 15d Next report is scheduled for 14 Aug 2026; event risk rises as the date approaches.	OPTIONS EXPECTED MOVE - Nearest-chain priced movement where available.	52-WEEK DRAWDOWN -63.7% Distance below the 52-week high.	13-WEEK VOLATILITY 7.5% 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 12 of 26 14 weeks finished lower.	BEST WEEK +51.9% Week of 3 Apr.	WORST WEEK -20.9% Week of 10 Apr.	LATEST WEEK -12.2% Week of 24 Jul.
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Shape of recent returns <table><tr><td>Strong gains</td><td> </td><td>7</td></tr><tr><td>Modest gains</td><td> </td><td>5</td></tr><tr><td>Flat weeks</td><td> </td><td>-</td></tr><tr><td>Modest losses</td><td> </td><td>3</td></tr><tr><td>Sharp losses</td><td> </td><td>11</td></tr></table>	Strong gains		7	Modest gains		5	Flat weeks		-	Modest losses		3	Sharp losses		11	RECENT VOL 7.5% 13-week weekly-return volatility.	BASE VOL 17.3% 52-week weekly-return volatility.
Strong gains		7															
Modest gains		5															
Flat weeks		-															
Modest losses		3															
Sharp losses		11															
	UP/DOWN SPLIT 22/30 Count of positive and negative weeks in the 52-week window.	AVERAGE SKEW 15.5% / -9.8% 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 Defensive

4-WEEK RANK - / 100 Standing within the tracked group.	GROUP AVERAGE -0.3% Average four-week return.	TREND BREADTH 49.0% Share of peers with an active trend.
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Peer	Exchange	1W return	4W return	Trend
COTY	NYSE	1.5%	38.0%	Inactive
DAR	NYSE	-1.0%	19.0%	Active
ELF	NYSE	5.0%	14.7%	Inactive
IPAR	NASDAQ	-0.6%	13.5%	Active
CALM	NASDAQ	2.0%	12.6%	Active

Industry · US Tobacco

4-WEEK RANK 9 / 9 Standing within the tracked group.	GROUP AVERAGE -4.0% Average four-week return.	TREND BREADTH 33.3% Share of peers with an active trend.
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Peer	Exchange	1W return	4W return	Trend
RLX	NYSE	-1.0%	9.1%	Inactive
PM	NYSE	0.0%	6.8%	Active
ISPR	NASDAQ	-11.4%	3.3%	Inactive
UVV	NYSE	1.1%	1.6%	Inactive
MO	NYSE	-1.6%	-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	27/100	Trend, activity pressure, participation, and risk combine to a 27/100 tape read.	
Indicator analysis	52/100	Latest 12-week confirmation: trend 8/12, activity pressure 10/12, relative leadership 0/12.	Activity pressure 0.52; No reversal markers
Next-Week Expectancy	Negative 39.21%	Next-week expectancy is negative with a 39.21% historical one-week setup read.	Adds short-term historical context without overriding trend, activity, or relative leadership.
Factors	43/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 51
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Sentiment	54/100	Weighted news tone is neutral across 26 relevant articles.	Señorita Brings THC Beverages to Lollapalooza for the First Time
Insiders	50/100	No recent insider transaction evidence is stored.	Not currently available.
Earnings	15d	Next report is scheduled for 14 Aug 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH -12.2% Latest completed week; four-week move -31.3%.	INDICATOR STACK 25/27 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.
NEXT-WEEK EXPECTANCY Negative 39.21% Historical one-week expectancy contributes to the evidence score when direction is confirmed.	NEWS SENTIMENT 54/100 26 relevant articles in the latest sentiment read.	EVENT RISK 15d Next report is scheduled for 14 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	19.50 USD	-12.2%	22.44 USD	20.94 USD	-0.50	-33.44	85.9K	Off
17 Jul 2026	22.22 USD	3.5%	22.59 USD	21.11 USD	-0.16	-25.92	38.0K	On
10 Jul 2026	21.46 USD	-15.6%	22.80 USD	21.22 USD	0.17	-31.80	67.2K	On
03 Jul 2026	25.44 USD	-10.3%	22.88 USD	21.37 USD	0.50	-18.25	54.1K	On
26 Jun 2026	28.37 USD	1.4%	22.67 USD	21.48 USD	0.61	-8.14	58.9K	On
19 Jun 2026	27.98 USD	0.9%	22.38 USD	21.66 USD	0.59	-13.42	46.7K	On
12 Jun 2026	27.72 USD	9.6%	22.03 USD	21.85 USD	0.64	-12.13	44.7K	On
05 Jun 2026	25.30 USD	1.3%	21.77 USD	22.07 USD	0.72	-18.36	61.2K	On
29 May 2026	24.96 USD	-6.3%	22.17 USD	22.31 USD	0.83	-23.54	52.2K	On
22 May 2026	26.65 USD	-4.9%	22.86 USD	22.53 USD	0.93	-16.72	36.4K	Off
15 May 2026	28.01 USD	6.9%	23.30 USD	22.73 USD	1.00	-11.88	62.1K	Off
08 May 2026	26.19 USD	-10.8%	23.79 USD	22.93 USD	0.95	-18.45	70.7K	Off
01 May 2026	29.34 USD	-1.0%	24.27 USD	23.14 USD	0.88	-4.10	72.0K	Off
24 Apr 2026	29.65 USD	18.1%	24.73 USD	23.36 USD	0.89	-1.72	145.0K	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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