

ASX WEEKLY EQUITY REPORT

DDR Weekly Report

Dicker Data Limited

DDR closed the latest completed week at 12.25 AUD. The 4-week return is -0.8% and the 12-week return is 35.0%. The trend backdrop is active, with activity pressure at 1.20.

Field	Value	Field	Value
Week ending	24 Jul 2026	Evidence rating	Neutral
Evidence score	57	Currency	AUD
Exchange	ASX	Country	AU
Sector	Technology	Industry	Electronics & Computer Distribution
Market cap	1.9B	Report page	Available online

OPEN 11.64 AUD weekly open	HIGH 12.63 AUD weekly high	LOW 11.63 AUD weekly low	CLOSE 12.25 AUD weekly close	VOLUME 3.9M latest week	TREND 71.2% 37 of 52 weeks active
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Company brief

Dicker Data Limited engages in the wholesale distribution of IT hardware, software, cloud, and IoT solutions for corporate and commercial markets in Australia and New Zealand. The company provides AI, access control, accessories, backup and recovery, business application, business monitors, components, Copilot+ PC, cybersecurity, data center, data...

EXECUTIVE READ

What matters now

Top-level conclusion, primary support, and the main restraint in the current weekly setup.

Conclusion

The strongest supporting evidence is weekly tape: Trend, activity pressure, participation, and risk combine to a 63/100 tape read. The combined read is balanced, making the next change in trend, sentiment, or options pressure especially important.

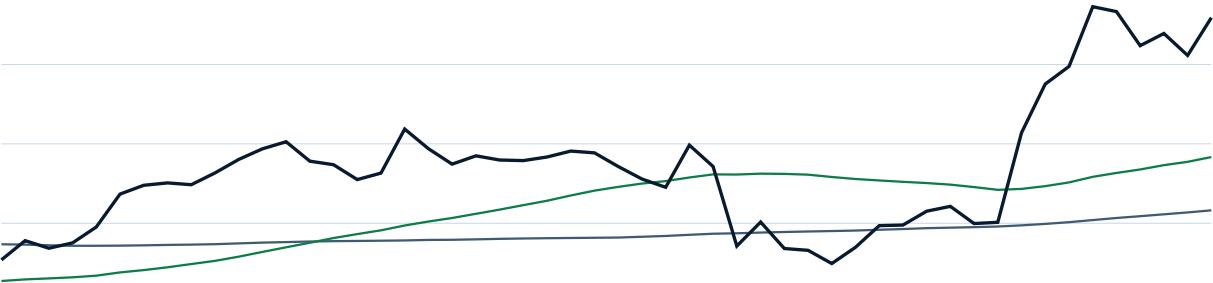
Read	Pillar	Score	Detail
Primary support	Weekly tape	63/100	Trend, activity pressure, participation, and risk combine to a 63/100 tape read.
Main restraint	Weekly tape	63/100	Trend, activity pressure, participation, and risk combine to a 63/100 tape read.

WEEKLY TAPE

Price, Trend Line, and Fair Value

Price path, range position, trend distance, Fair Value gap, and return windows.

52-week price path



Black: weekly close. Green: Trend Line. Grey: Fair Value.

TREND DISTANCE 23.0% price vs Trend Line	FAIR GAP 34.8% price vs Fair Value	DRAWDOWN -3.2% from 52-week high	RANGE 91.1% 52-week range	VOLUME 1.7x vs 13-week average
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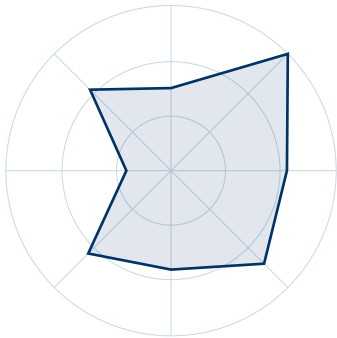
Pillar	Score	Read	Detail
1W	5.3%	Positive	
4W	-0.8%	Negative	
12W	35.0%	Positive	
26W	22.1%	Positive	
52W	46.4%	Positive	

SETUP

Composite setup scorecard

Current setup pillars scored on the same 0-100 scale.

Composite radar



Pillar	Score	Read	Detail
Trend	60	Neutral	
Momentum	80	Positive	
Activity Pressure	70	Positive	
Relative Leadership	100	Positive	
Next-Week Expectancy	50	Neutral	
Volume	69	Positive	
Smart Money	27	Negative	
Risk Control	71	Positive	

Current evidence clusters

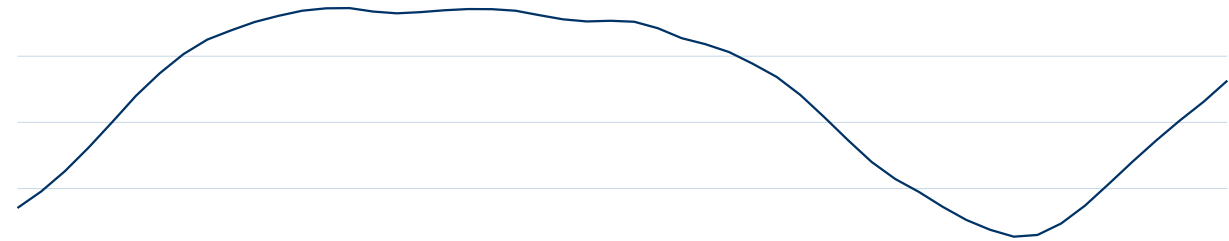
Pillar	Score	Read	Detail
Price follow-through	5.3%	Positive	Latest completed week; four-week move -0.8%.
Indicator stack	60/70	Neutral	Trend and activity pressure are weighted against the latest 12-week confirmation window.
Trend backdrop	Active	Positive	The trend backdrop defines the current weekly regime.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal status for institutional accumulation timing.
News sentiment	53/100	Neutral	26 relevant articles in the latest sentiment read.

INDICATOR EVIDENCE

Activity pressure, trend confirmation, and next-week expectancy

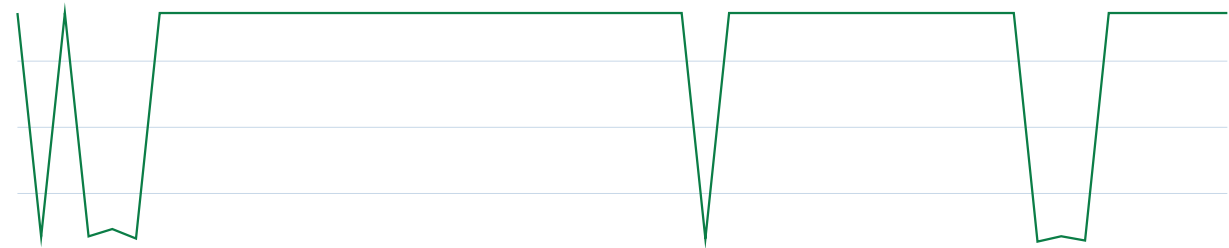
The current 12-week confirmation window, activity-pressure read, and historical one-week setup read.

Activity pressure path



Latest 0.64 | 12-week average 0.28

Next-week expectancy path



Current Undecided 47.25% historical one-week setup read

Pillar	Score	Read	Detail
Trend active	6/12	Neutral	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	8/12	Positive	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	10/12	Positive	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.64	Positive	Current proprietary activity-pressure read.
Buy signals	0	Neutral	Accumulation signal count in the latest 12 weeks.
Reversal markers	2	Negative	2 reversal markers

Area	Latest read	Detail
Activity pressure	1.20	Four-week pressure change -17.7%.
Relative leadership	25.46	Four-week relative leadership change -16.0%.
Smart money activity	26	No recent accumulation markers. 2 reversal markers.

PARTICIPATION AND RISK

Volume, volatility, and return shape

Participation confirms attention; return shape frames the current risk profile.

Area	Latest	Baseline	Read
Volume	3.9M	13W 2.4M 52W 3.0M	1.7x vs 13-week average
Volatility	5.5%	52W 4.3%	29 upside weeks / 23 downside weeks
Average move	3.5%	-2.5%	Downside breadth 44.2%

Pillar	Score	Read	Detail
Participation	1.7x	Positive	Latest volume versus the 13-week average.
Baseline	2.4M	Neutral	13-week average volume.
One-year base	3.0M	Neutral	52-week average volume.
Recent vol	5.5%	Negative	13-week weekly-return volatility.
Base vol	4.3%	Neutral	52-week weekly-return volatility.
Up/down split	29/23	Positive	Count of positive and negative weeks in the 52-week window.
Average skew	3.5% / -2.5%	Neutral	Average positive week versus average negative week.

EXTERNAL CONFIRMATION

Options, sentiment, events, insiders, and research flow

Supporting evidence that can confirm, challenge, or qualify the weekly tape.

Pillar	Score	Read	Detail
Weekly tape	63/100	Neutral	Trend, activity pressure, participation, and risk combine to a 63/100 tape read.
Indicator analysis	58/100	Neutral	Latest 12-week confirmation: trend 6/12, activity pressure 8/12, relative leadership 10/12.
Factors	62/100	Neutral	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.
SVQF	53/100	Neutral	Value and quality alignment from the Sharemaestro SVQF framework.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.
Sentiment	53/100	Neutral	Weighted news tone is neutral across 26 relevant articles.
Insiders	50/100	Neutral	No recent insider transaction evidence is stored.
Earnings	50/100	Neutral	No stored earnings event is currently attached to this ticker.

Evidence	Current read	Detail
Sentiment	53/100	26 relevant articles. Is Dicker Data (ASX:DDR) A Smallcap Tech Signal?

SECTOR CONTEXT

Sector and industry pulse

Group context helps separate stock-specific movement from broader rotation.

Group	Scope	Peers	4W rank	Trend breadth
Sector	AU Technology	100	35 of 100	22.0%
Industry	AU Electronics & Computer Distribution	2	1 of 2	50.0%

Sector leaders

Peer	Exchange	1W	4W	Trend
SEN	ASX	17.7%	28.5%	On
NVU	ASX	38.6%	22.0%	Off
BVS	ASX	-8.8%	18.4%	On
BLG	ASX	4.3%	18.0%	On
CAT	ASX	2.7%	17.2%	Off

Industry leaders

Peer	Exchange	1W	4W	Trend
DDR	ASX	5.3%	-0.8%	On
AMO	ASX	2.4%	-7.4%	Off

ACTIONABLE READ

Opportunities, risks, and watch points

Evidence clusters to monitor as the next weekly bar develops.

Opportunity signals

- The trend backdrop is active with a 6-week active streak.
- 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.
- Volume is elevated versus the 13-week average, confirming attention.

Risk signals

- 2 reversal markers appear in the recent smart-money tape.

Watch next

- Price is close to its 52-week high; watch for continuation or exhaustion.
- 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.

EVIDENCE TRAIL

Recent completed weeks

Recent weekly bars behind the report.

Week	Close	Move	Trend	Activity	Volume
24 Jul	12.25 AUD	5.3%	On	1.20	3.9M
17 Jul	11.63 AUD	-3.0%	On	1.29	1.8M
10 Jul	11.99 AUD	1.7%	On	1.46	2.6M
03 Jul	11.79 AUD	-4.5%	On	1.42	3.9M
26 Jun	12.35 AUD	-0.6%	On	1.46	3.8M
19 Jun	12.43 AUD	8.6%	On	1.24	2.3M
12 Jun	11.45 AUD	2.6%	Off	0.81	635.0K
05 Jun	11.16 AUD	7.7%	Off	0.44	4.9M
29 May	10.36 AUD	16.5%	Off	-0.08	1.3M
22 May	8.89 AUD	0.2%	Off	-0.43	1.5M

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