

YELP · BUE · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Yelp Inc. · Communication Services · Internet Content & Information

LATEST CLOSE

20,340 ARS

-1.2% latest week

Weekly setup

Mixed setup

The weekly trend is not active. Price is 7.3% above the Trend Line and sits at 48.2% of its 52-week range. The latest completed week returned -1.2%, after a 8.4% four-week move. The latest news-sentiment score is 53/100.

Technical setup score 41/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

20,340 ARS

24 Jul 2026

1W RETURN

-1.2%

latest completed week

4W RETURN

8.4%

short-term follow-through

12W RETURN

-5.1%

quarterly tape

TREND BREADTH

21.2%

11 of 52 weeks active

VOLUME RATIO

1.4x

vs 13-week average

What is working

- Price is above the Trend Line, keeping the weekly tape constructive.
- Activity pressure is positive on the latest completed week.

What could go wrong

- The trend backdrop is inactive, so price action has not confirmed a constructive regime.
- Price is below Fair Value, so the market is still discounting the latest tape.
- Activity pressure is weak, so confirmation is not yet broad enough.
- 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

-1.2%

Latest completed week; four-week move 8.4%.

INDICATOR STACK

12/100

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.

NEWS SENTIMENT

53/100

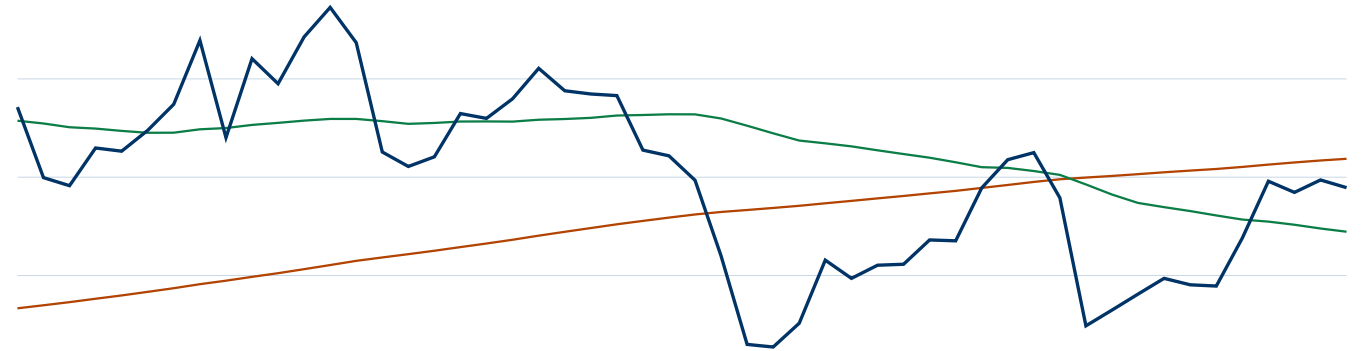
3 relevant articles in the latest sentiment read.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is not active. Price is 7.3% above the Trend Line and sits at 48.2% of its 52-week range. The latest completed week returned -1.2%, after a 8.4% four-week move.

52-week price path



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

Position in the 52-week range Trend Close Fair 14,180 ARS26,960 ARS Latest close sits at 48.2% of the 52-week range.	RANGE LOCATION 48.2% Shows where the latest close sits between the 52-week low and high.	TREND DISTANCE 7.3% Price premium or discount versus the weekly Trend Line.
FAIR-VALUE GAP -4.2% Premium demand or model discount versus Sharemaestro Fair Value.	HIGH-WATER GAP -24.6% Distance from the latest 52-week high.	

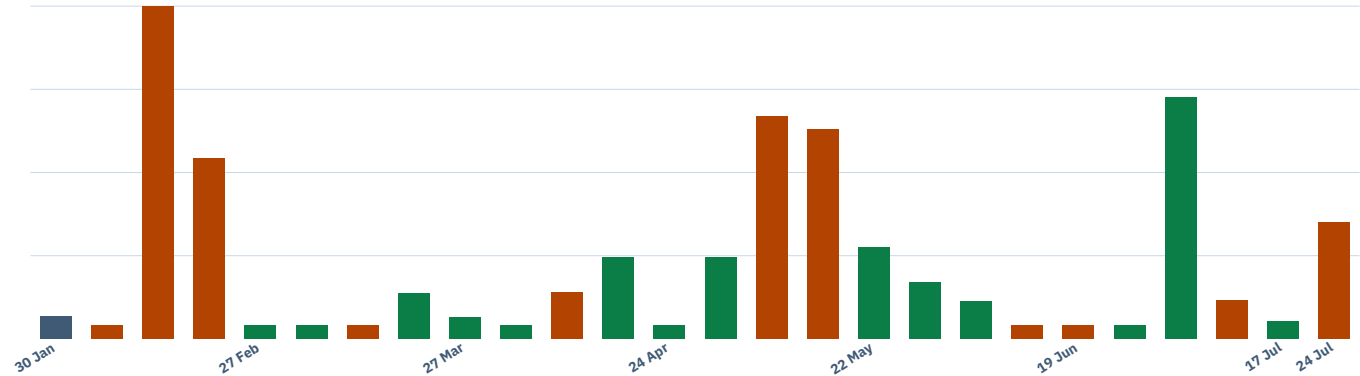
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 1.4x the 13-week average. Participation is around or above normal and provides reasonable confirmation.

26-week volume confirmation

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



PARTICIPATION	BASELINE	ONE-YEAR BASE	LATEST WEEKLY VOLUME
1.4x	4.9K	2.6K	6.6K
Latest volume versus the 13-week average.	13-week average volume.	52-week average volume.	Most recent completed week.

Demand beneath price

Activity pressure and institutional-style signals

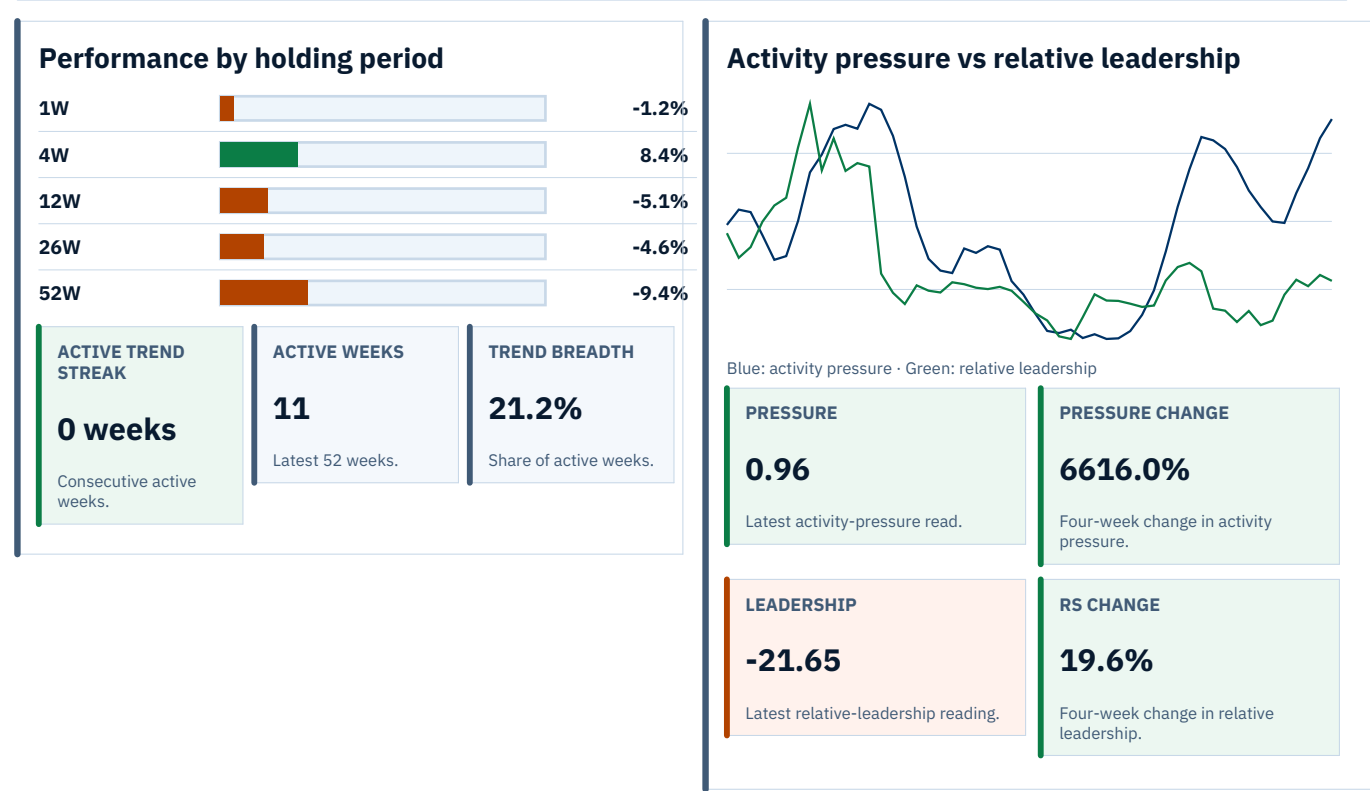
These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.



03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is 8.4% over four weeks, -5.1% over 12 weeks, and -9.4% over one year. The current trend has remained active for 0 consecutive weeks.



Technical setup scorecard

Trend		12
Momentum		65
Activity Pressure		100
Relative Leadership		0
Next-Week Expectancy		50
Volume		57
Smart Money		26
Risk Control		18

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

A published fundamentals and factor snapshot is not available for this company.

Fundamental snapshot

No published fundamental snapshot is available for this company.

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

53/100

Weighted news tone is neutral across 3 relevant articles.

1 positive · 2 neutral · 0 negative

Patient Capital

Quiet

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

06 · CATALYSTS AND RISK

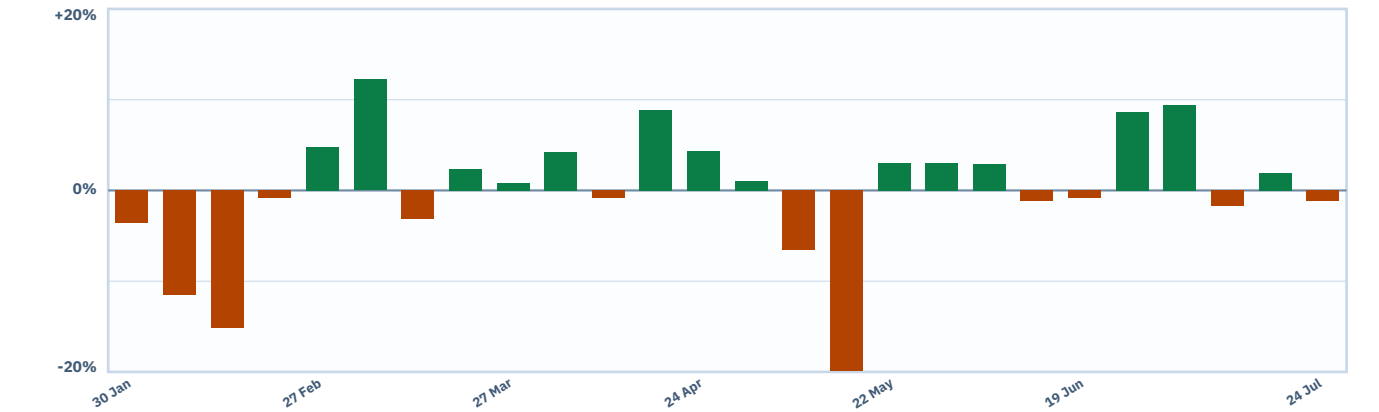
What can move the shares—and how volatile the path has been

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

NEXT EARNINGS - No event is stored.	OPTIONS EXPECTED MOVE - Nearest-chain priced movement where available.	52-WEEK DRAWDOWN -24.6% Distance below the 52-week high.	13-WEEK VOLATILITY 7.0% 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 +12.2% Week of 6 Mar.	WORST WEEK -19.9% Week of 15 May.	LATEST WEEK -1.2% Week of 24 Jul.
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Shape of recent returns

Strong gains		7
Modest gains		7
Flat weeks		-
Modest losses		8
Sharp losses		4

RECENT VOL

7.0%

13-week weekly-return volatility.

BASE VOL

6.5%

52-week weekly-return volatility.

UP/DOWN SPLIT

26/26

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 · AR Communication Services

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
7 / 21	4.9%	47.6%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
DISN	BUE	21.4%	22.5%	Active
VOD	BUE	-2.3%	12.9%	Active
WBO	BUE	12.6%	12.6%	Active
T	BUE	11.2%	11.0%	Inactive
TECO2	BUE	5.5%	10.7%	Active

Industry · AR Internet Content & Information

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
2 / 5	5.2%	40.0%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
WBO	BUE	12.6%	12.6%	Active
YELP	BUE	-1.2%	8.4%	Inactive
BIDU	BUE	-0.4%	4.8%	Inactive
SNAP	BUE	-3.1%	2.3%	Inactive
GOOGL	BUE	-6.3%	-2.1%	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	37/100	Trend, activity pressure, participation, and risk combine to a 37/100 tape read.	
Indicator analysis	29/100	Latest 12-week confirmation: trend 0/12, activity pressure 10/12, relative leadership 0/12.	Activity pressure 0.15; No reversal markers
Factors	50/100	No published factor snapshot is available yet.	Not currently available.
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Sentiment	53/100	Weighted news tone is neutral across 3 relevant articles.	Yelp Inc. \$YELP Shares Bought by Fifth Third Bancorp
Insiders	50/100	No recent insider transaction evidence is stored.	Not currently available.
Earnings	50/100	No stored earnings event is currently attached to this ticker.	Not currently available.

Current evidence clusters

PRICE FOLLOW-THROUGH -1.2% Latest completed week; four-week move 8.4%.	INDICATOR STACK 12/100 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.
NEWS SENTIMENT 53/100 3 relevant articles in the latest sentiment read.			

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	20,340 ARS	-1.2%	18,965 ARS	21,238 ARS	0.96	-21.65	6.6K	Off
17 Jul 2026	20,580 ARS	1.9%	19,065 ARS	21,186 ARS	0.78	-19.42	985	Off
10 Jul 2026	20,190 ARS	-1.7%	19,181 ARS	21,125 ARS	0.50	-23.67	2.2K	Off
03 Jul 2026	20,540 ARS	9.4%	19,279 ARS	21,058 ARS	0.26	-21.23	13.7K	Off
26 Jun 2026	18,770 ARS	8.7%	19,344 ARS	20,984 ARS	-0.01	-26.93	243	Off
19 Jun 2026	17,270 ARS	-0.2%	19,473 ARS	20,922 ARS	-0.00	-36.81	0	Off
12 Jun 2026	17,310 ARS	-1.1%	19,608 ARS	20,871 ARS	0.13	-38.52	1	Off
05 Jun 2026	17,510 ARS	2.9%	19,731 ARS	20,817 ARS	0.29	-33.13	2.1K	Off
29 May 2026	17,020 ARS	3.0%	19,862 ARS	20,759 ARS	0.51	-37.33	3.2K	Off
22 May 2026	16,520 ARS	3.1%	20,123 ARS	20,704 ARS	0.68	-33.02	5.2K	Off
15 May 2026	16,030 ARS	-19.9%	20,438 ARS	20,653 ARS	0.76	-32.24	11.9K	Off
08 May 2026	20,020 ARS	-6.6%	20,738 ARS	20,602 ARS	0.79	-17.99	12.6K	Off
01 May 2026	21,430 ARS	1.0%	20,857 ARS	20,517 ARS	0.49	-14.82	4.6K	Off
24 Apr 2026	21,210 ARS	4.3%	20,955 ARS	20,423 ARS	0.14	-16.40	402	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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