FLWS · NASDAQ · WEEK ENDED 24 JUL 2026

Weekly Investor Report

1-800 FLOWERS.COM Inc · Consumer Cyclical · Specialty Retail

LATEST CLOSE

3.82 USD

-7.1% latest week

Weekly setup

Constructive, but selective

The weekly trend is active. Price is -1.4% below the Trend Line and sits at 22.2% of its 52-week range. The latest completed week returned -7.1%, after a 7.3% four-week move. The latest factor snapshot indicates quality ranks weakly versus its universe; growth ranks weakly; valuation is neither clearly cheap nor expensive. Options positioning is volatility with 46/100 conviction, while the latest news-sentiment score is 49/100. Near-term considerations: volume confirmation is below normal; earnings are due in 35d.

Technical setup score 30/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE	1W RETURN	4W RETURN
3.82 USD	**-7.1%**	**7.3%**
24 Jul 2026	latest completed week	short-term follow-through

12W RETURN	TREND BREADTH	VOLUME RATIO
2.7%	**15.4%**	**0.6x**
quarterly tape	8 of 52 weeks active	vs 13-week average

What is working

- The trend backdrop is active with a 2-week active streak.
- Activity pressure is positive on the latest completed week.

What could go wrong

- 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 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	INDICATOR STACK	TREND BACKDROP	PATIENT CAPITAL
-7.1%	**15/43**	**Active**	**Quiet**
Latest completed week; four-week move 7.3%.	Trend and activity pressure are weighted against the latest 12-week confirmation window.	The trend backdrop defines the current weekly regime.	Activity-pressure buy-signal status for institutional accumulation timing.

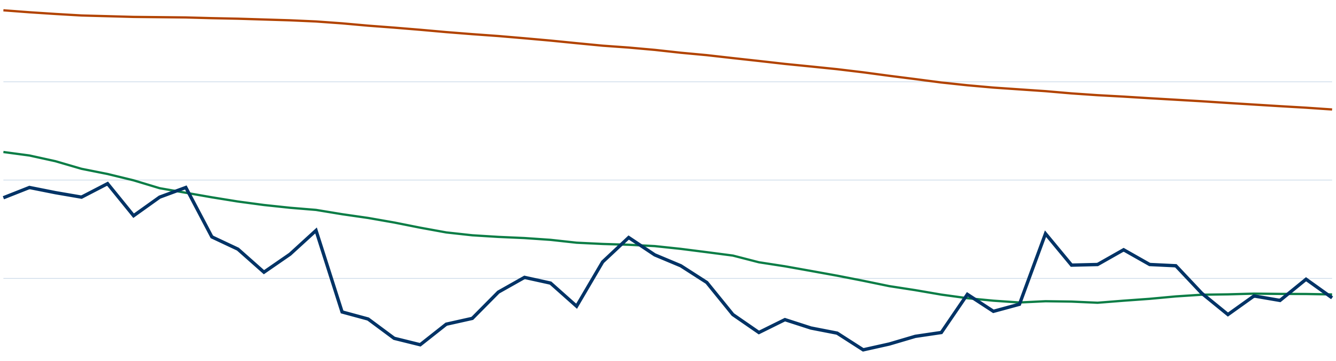
OPTIONS PRESSURE	NEWS SENTIMENT	EVENT RISK
Volatility	**49/100**	**35d**
46/100 conviction; expected move 19.6%.	28 relevant articles in the latest sentiment read.	Next report is scheduled for 03 Sep 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

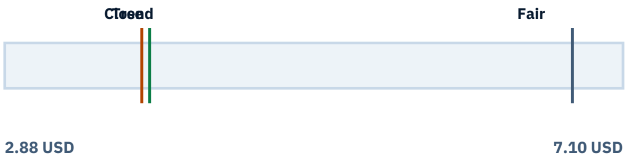
The weekly trend is active. Price is -1.4% below the Trend Line and sits at 22.2% of its 52-week range. The latest completed week returned -7.1%, after a 7.3% four-week move.

52-week price path



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

Position in the 52-week range



Latest close sits at 22.2% of the 52-week range.

RANGE LOCATION

22.2%

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

TREND DISTANCE

-1.4%

Price premium or discount versus the weekly Trend Line.

FAIR-VALUE GAP

-43.5%

Premium demand or model discount versus Sharemaestro Fair Value.

HIGH-WATER GAP

-46.2%

Distance from the latest 52-week high.

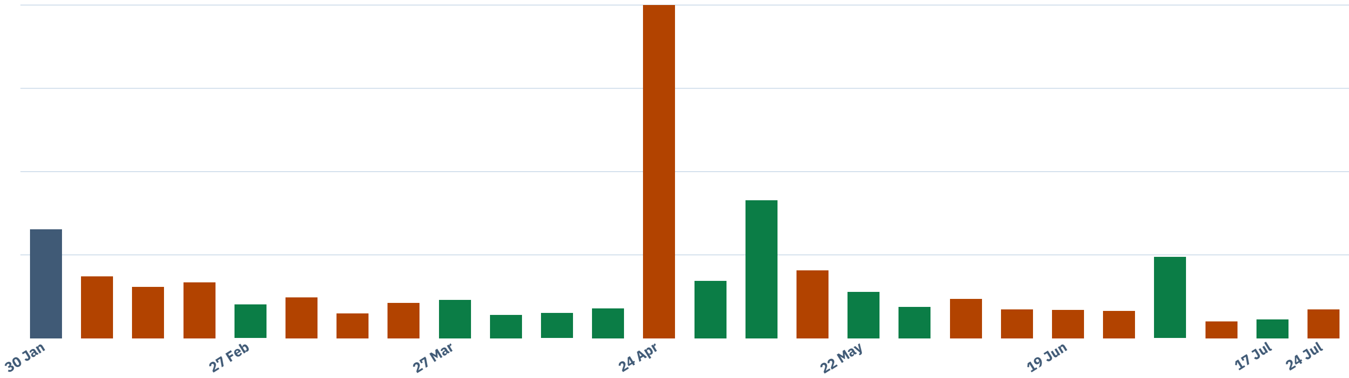
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 0.6x 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.



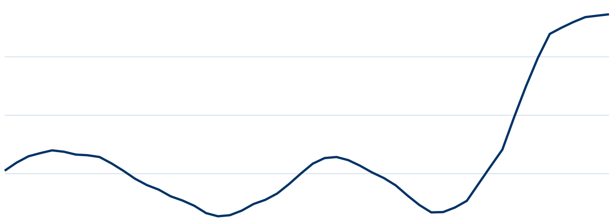
PARTICIPATION	BASELINE	ONE-YEAR BASE	LATEST WEEKLY VOLUME
0.6x	2.6M	4.2M	1.6M
Latest volume versus the 13-week average.	13-week average volume.	52-week average volume.	Most recent completed week.

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.

Activity pressure path



Latest 0.31 · 12-week average 0.22

12-week confirmation

Signal	Read	Meaning
Trend active	8/12	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	12/12	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	0/12	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.31	Current proprietary activity-pressure read.
Buy signals	1	Accumulation signal count in the latest 12 weeks.
Reversal markers	0	No reversal markers

No recent accumulation markers. No reversal markers.

03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is 7.3% over four weeks, 2.7% over 12 weeks, and -40.1% over one year. The current trend has remained active for 2 consecutive weeks.

Performance by holding period

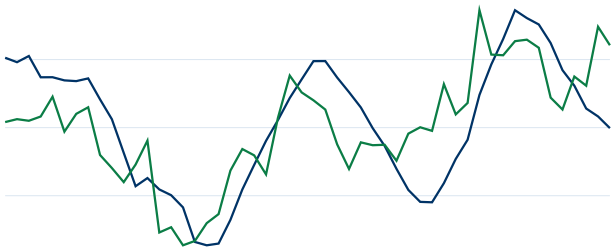
1W	-7.1%
4W	7.3%
12W	2.7%
26W	-14.9%
52W	-40.1%

ACTIVE TREND STREAK
2 weeks
Consecutive active weeks.

ACTIVE WEEKS
8
Latest 52 weeks.

TREND BREADTH
15.4%
Share of active weeks.

Activity pressure vs relative leadership



Blue: activity pressure · Green: relative leadership

PRESSURE
0.04
Latest activity-pressure read.

PRESSURE CHANGE
-94.1%
Four-week change in activity pressure.

LEADERSHIP
-15.72
Latest relative-leadership reading.

RS CHANGE
43.6%
Four-week change in relative leadership.

Technical setup scorecard

Trend	15
Momentum	69
Activity Pressure	43
Relative Leadership	6
Next-Week Expectancy	50
Volume	26
Smart Money	32
Risk Control	0

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

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

FACTOR WEEK	STATEMENTS THROUGH	FIELD COVERAGE	MODEL CONFIDENCE
26 Jul 2026	30 Jun 2025	85%	81%
Latest published factor snapshot.	Financial reporting period used.	Available factor fields.	Snapshot confidence.

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	34/100
Value	77/100
Quality	8/100
Momentum	8/100
Growth	18/100

Valuation

How much investors are paying for earnings, sales, and cash flow.

P/E	-
Price divided by trailing earnings.	
PRICE / SALES	0.2x
Market value relative to trailing revenue.	
EV / EBITDA	-
Enterprise value relative to operating cash earnings.	
FREE-CASH-FLOW YIELD	10.7%
Free cash flow as a share of enterprise value.	

Business quality

Margins and the return generated on invested capital.

GROSS MARGIN	38.1%
Gross profit retained from each unit of revenue.	
OPERATING MARGIN	-7.6%
Operating profit retained from revenue.	
FREE-CASH-FLOW MARGIN	3.1%
Free cash flow generated from revenue.	
RETURN ON INVESTED CAPITAL	-22.4%
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

Recent business growth and accounting strength.

REVENUE GROWTH	Latest one-year revenue growth.	-9.5%
EPS GROWTH	Latest one-year earnings-per-share growth.	-
FREE-CASH-FLOW GROWTH	Latest one-year free-cash-flow growth.	18.5%
PIOTROSKI F-SCORE	Nine-point accounting-strength checklist.	3/9

Shareholder return and balance sheet

Cash returned to owners and financial leverage.

DIVIDEND YIELD	Cash dividends relative to market value.	-
BUYBACK YIELD	Net share repurchases relative to market value.	0.4%
SHAREHOLDER YIELD	Dividend yield plus net buyback yield.	0.4%
NET DEBT / EBITDA	Balance-sheet debt relative to operating cash earnings.	-3.1x

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 weakly versus its universe; growth ranks weakly; 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

FLWS shows volatility options pressure with a 46/100 conviction score, put-call volume ratio of 0.31, expected move of 19.6%, and Sharemaestro trend signal active.

CONVICTION	EXPECTED MOVE	PUT/CALL VOLUME
46/100	19.6%	0.31
Options signal conviction.	Nearest-chain pricing.	Contract volume balance.

Pressure	58
Speculation	9
Volatility	96
Trend agreement	39

Insider activity

0 / 15

0 acquisitions and 15 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

49/100

Weighted news tone is neutral across 28 relevant articles.

4 positive · 18 neutral · 6 negative

Patient Capital

Quiet

Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.

No recent buy signal

06 · CATALYSTS AND RISK

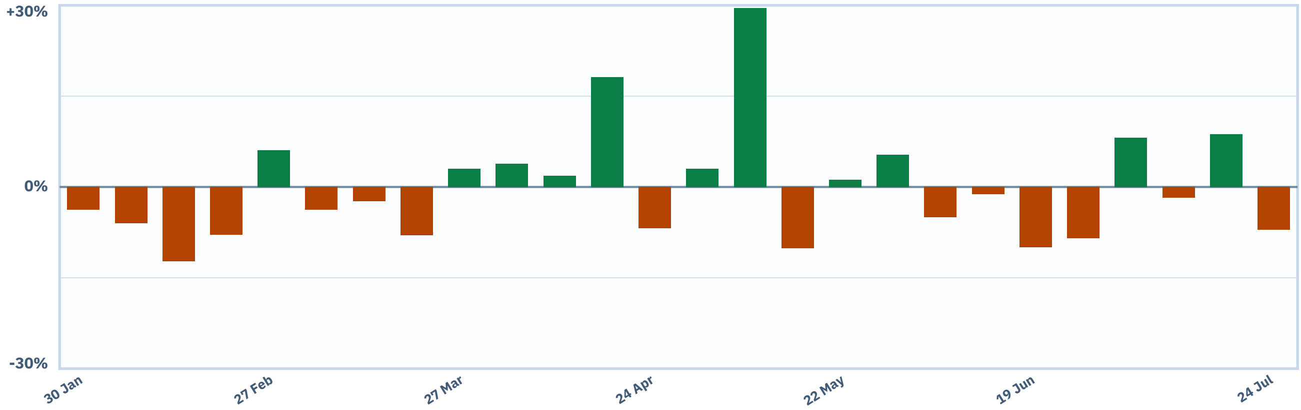
What can move the shares—and how volatile the path has been

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

NEXT EARNINGS	OPTIONS EXPECTED MOVE	52-WEEK DRAWDOWN	13-WEEK VOLATILITY
35d	19.6%	-46.2%	10.4%
Next report is scheduled for 03 Sep 2026; event risk rises as the date approaches.	Nearest-chain priced movement where available.	Distance below the 52-week high.	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	BEST WEEK	WORST WEEK	LATEST WEEK
11 of 26	+29.6%	-12.3%	-7.1%
15 weeks finished lower.	Week of 8 May.	Week of 13 Feb.	Week of 24 Jul.

Shape of recent returns

Strong gains	6
Modest gains	5
Flat weeks	-
Modest losses	5
Sharp losses	10

RECENT VOL	BASE VOL
10.4%	9.4%
13-week weekly-return volatility.	52-week weekly-return volatility.

UP/DOWN SPLIT	AVERAGE SKEW
23/29	7.7% / -7.1%
Count of positive and negative weeks in the 52-week window.	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
- / 100
Standing within the tracked group.

GROUP AVERAGE
-0.8%
Average four-week return.

TREND BREADTH
36.0%
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 Specialty Retail

4-WEEK RANK
11 / 44
Standing within the tracked group.

GROUP AVERAGE
-2.4%
Average four-week return.

TREND BREADTH
34.1%
Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
PTLE	NASDAQ	-0.1%	39.3%	Inactive
RECT	NASDAQ	11.4%	17.5%	Inactive
MUSA	NYSE	-0.9%	16.5%	Active
NPT	NASDAQ	6.6%	15.4%	Inactive
CASY	NASDAQ	0.3%	10.7%	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	25/100	Trend, activity pressure, participation, and risk combine to a 25/100 tape read.	
Indicator analysis	52/100	Latest 12-week confirmation: trend 8/12, activity pressure 12/12, relative leadership 0/12.	Activity pressure 0.31; No reversal markers
Factors	31/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Tiny Titans rank 56; Buyback Yield rank 36; Small Cap Core rank 34
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Options	45/100	FLWS shows volatility options pressure with a 46/100 conviction score, put-call volume ratio of 0.31, expected move of 19.6%, and Sharemaestro trend signal active.	Volatility · Volatility expansion watch · Expected move 19.6%
Sentiment	49/100	Weighted news tone is neutral across 28 relevant articles.	1-800-FLOWERS.COM, Inc. Class A Revenue Breakdown – BMV:FLWS
Insiders	0 / 15	0 acquisitions and 15 disposals in the latest 180-day insider tape.	
Earnings	35d	Next report is scheduled for 03 Sep 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH

-7.1%

Latest completed week; four-week move 7.3%.

INDICATOR STACK

15/43

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

Volatility

46/100 conviction; expected move 19.6%.

NEWS SENTIMENT

49/100

28 relevant articles in the latest sentiment read.

EVENT RISK

35d

Next report is scheduled for 03 Sep 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	3.82 USD	-7.1%	3.87 USD	6.76 USD	0.04	-15.72	1.6M	On
17 Jul 2026	4.11 USD	8.7%	3.88 USD	6.78 USD	0.15	-12.22	1.0M	On
10 Jul 2026	3.78 USD	-1.8%	3.88 USD	6.81 USD	0.23	-23.35	920.2K	Off
03 Jul 2026	3.85 USD	8.1%	3.89 USD	6.83 USD	0.46	-21.62	4.5M	Off
26 Jun 2026	3.56 USD	-8.5%	3.87 USD	6.86 USD	0.62	-27.85	1.5M	On
19 Jun 2026	3.89 USD	-10.0%	3.87 USD	6.88 USD	0.89	-25.60	1.6M	On
12 Jun 2026	4.32 USD	-0.5%	3.84 USD	6.91 USD	1.08	-16.20	1.6M	On
05 Jun 2026	4.34 USD	-5.0%	3.80 USD	6.93 USD	1.14	-14.66	2.2M	On
29 May 2026	4.57 USD	5.3%	3.78 USD	6.96 USD	1.22	-14.94	1.7M	On
22 May 2026	4.34 USD	0.2%	3.74 USD	6.98 USD	0.93	-17.61	2.6M	On
15 May 2026	4.33 USD	-10.2%	3.76 USD	7.01 USD	0.68	-17.48	3.7M	Off
08 May 2026	4.82 USD	29.6%	3.77 USD	7.04 USD	0.37	-9.11	7.6M	Off
01 May 2026	3.72 USD	3.0%	3.75 USD	7.07 USD	-0.08	-26.61	3.2M	Off
24 Apr 2026	3.61 USD	-6.8%	3.78 USD	7.10 USD	-0.27	-28.76	18.5M	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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