

BALY · NYSE · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Bally's Corp · Consumer Cyclical · Resorts & Casinos

LATEST CLOSE

13.72 USD

-2.4% latest week

Weekly setup

Weak trend

The weekly trend is not active. Price is 0.3% above the Trend Line and sits at 41.3% of its 52-week range. The latest completed week returned -2.4%, after a -8.4% four-week move. The latest factor snapshot indicates quality ranks weakly versus its universe; growth is moderate; valuation is neither clearly cheap nor expensive. The latest news-sentiment score is 49/100. Near-term considerations: volume confirmation is below normal; earnings are due in 11d.

Technical setup score 29/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

13.72 USD

24 Jul 2026

1W RETURN

-2.4%

latest completed week

4W RETURN

-8.4%

short-term follow-through

12W RETURN

3.6%

quarterly tape

TREND BREADTH

32.7%

17 of 52 weeks active

VOLUME RATIO

0.8x

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

-2.4%

Latest completed week; four-week move -8.4%.

INDICATOR STACK

18/61

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

49/100

26 relevant articles in the latest sentiment read.

EVENT RISK

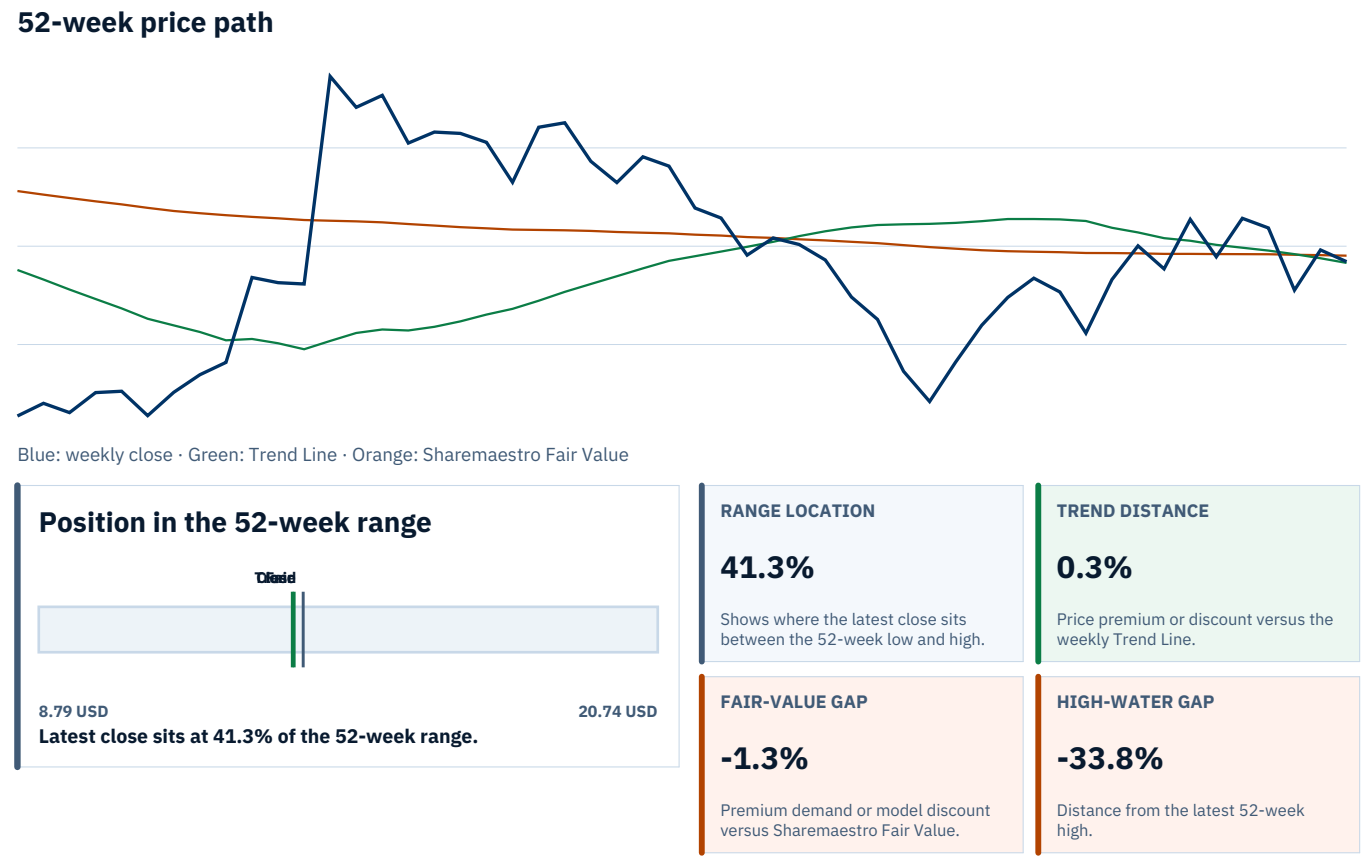
11d

Next report is scheduled for 10 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 0.3% above the Trend Line and sits at 41.3% of its 52-week range. The latest completed week returned -2.4%, after a -8.4% four-week move.



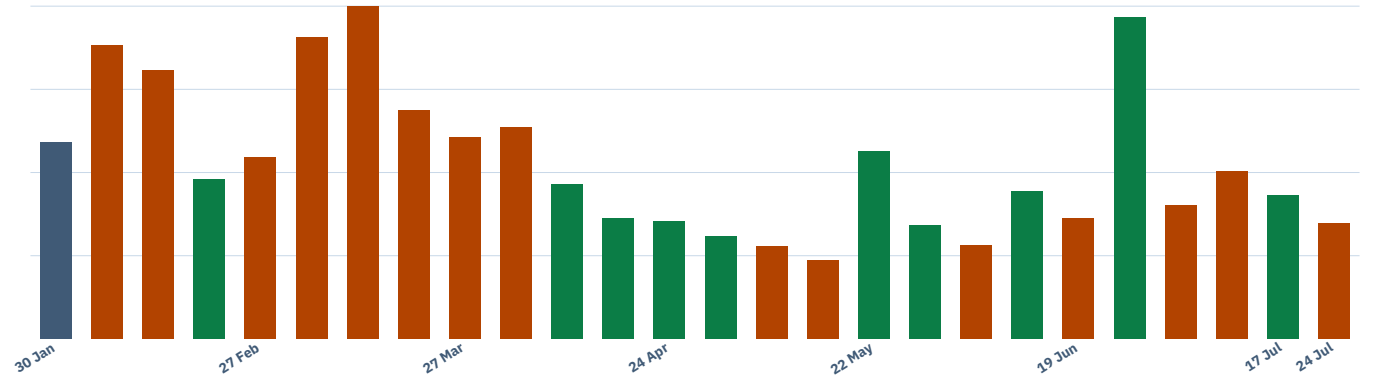
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 0.8x 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
0.8x	268.7K	482.9K	222.6K
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.

Activity pressure path

Latest 0.42 · 12-week average 0.19

12-week confirmation

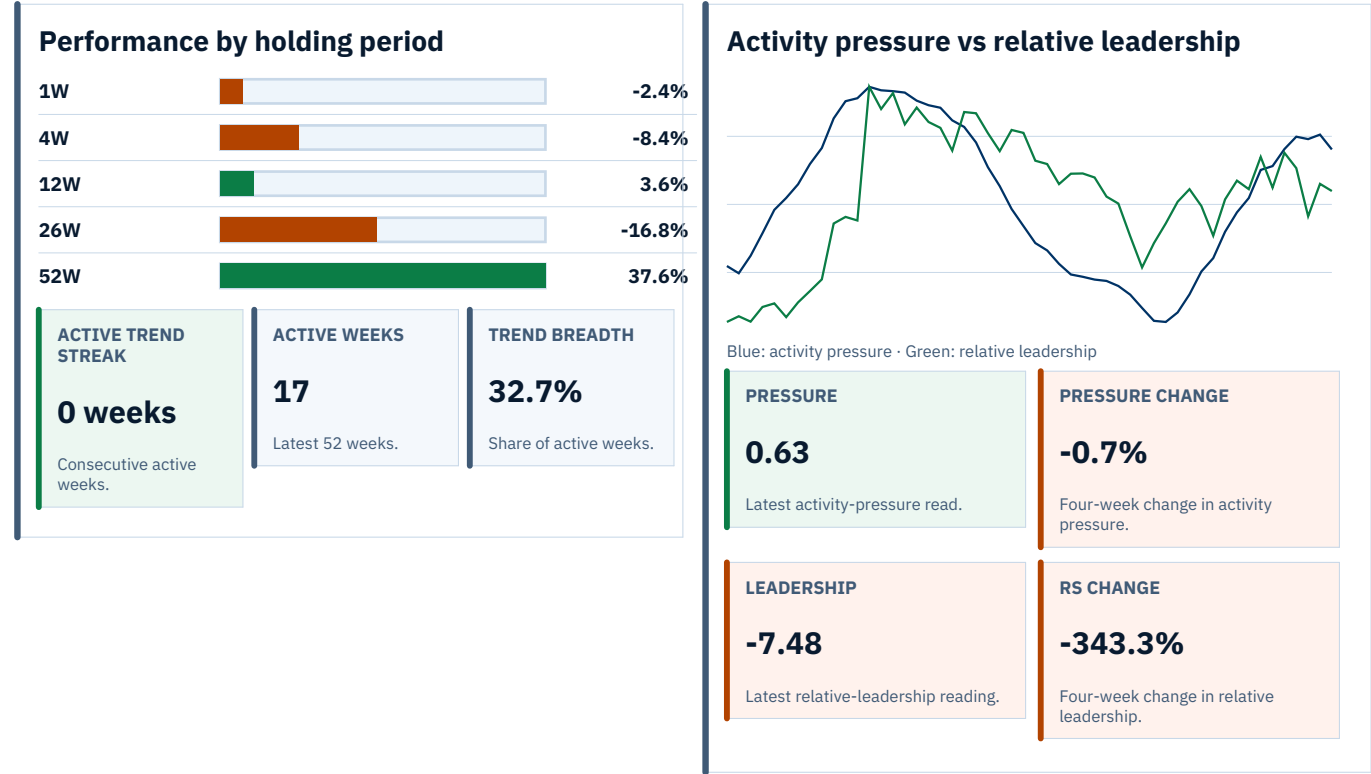
Signal	Read	Meaning
Trend active	0/12	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	8/12	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	2/12	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.42	Current proprietary activity-pressure read.
Buy signals	0	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 -8.4% over four weeks, 3.6% over 12 weeks, and 37.6% over one year. The current trend has remained active for 0 consecutive weeks.



Technical setup scorecard

Trend		18
Momentum		34
Activity Pressure		61
Relative Leadership		0
Next-Week Expectancy		50
Volume		35
Smart Money		30
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 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 82% Available factor fields.	MODEL CONFIDENCE 78% 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		67/100
Value		70/100
Quality		8/100
Momentum		83/100
Growth		77/100

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 47.5% Gross profit retained from each unit of revenue.
PRICE / SALES 0.2x Market value relative to trailing revenue.	OPERATING MARGIN -3.9% Operating profit retained from revenue.
EV / EBITDA 15.4x Enterprise value relative to operating cash earnings.	FREE-CASH-FLOW MARGIN -0.8% Free cash flow generated from revenue.
FREE-CASH-FLOW YIELD -0.5% Free cash flow as a share of enterprise value.	RETURN ON INVESTED CAPITAL -3.2% 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 GROWTH16.6% 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-106.7% Latest one-year free-cash-flow growth.	SHAREHOLDER YIELD0.0% Dividend yield plus net buyback yield.
PIOTROSKI F-SCORE4/9 Nine-point accounting-strength checklist.	NET DEBT / EBITDA6.8x Balance-sheet debt relative to operating cash earnings.

How to read this

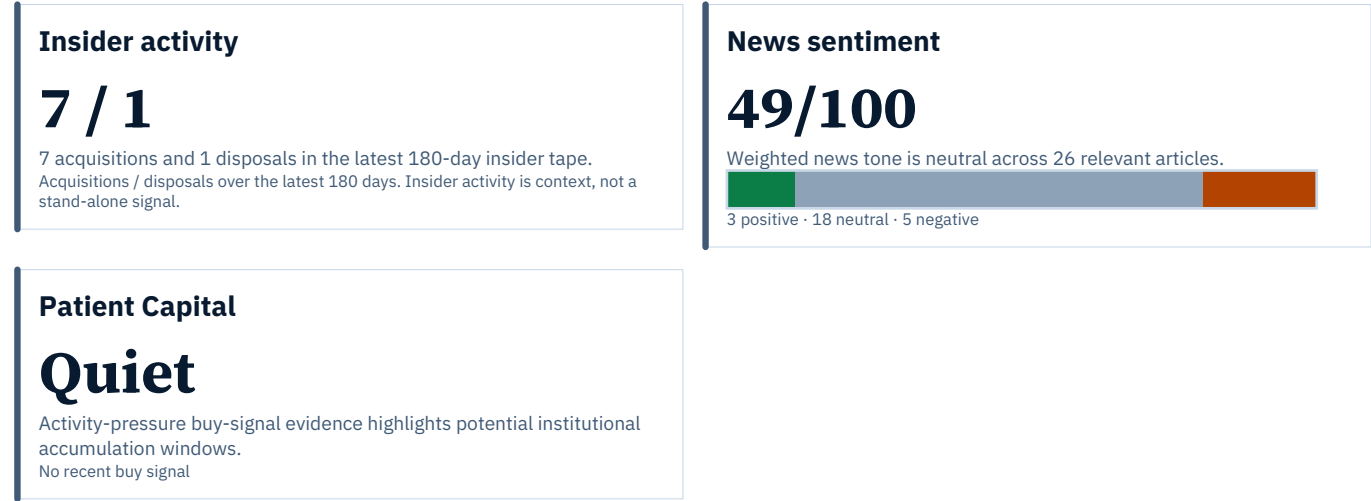
Quality and valuation are separate questions. A strong company can still carry a demanding valuation, so profitability, growth, balance-sheet strength, and the price paid for those characteristics should be assessed independently.

The latest factor snapshot indicates quality ranks weakly 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.



06 · CATALYSTS AND RISK

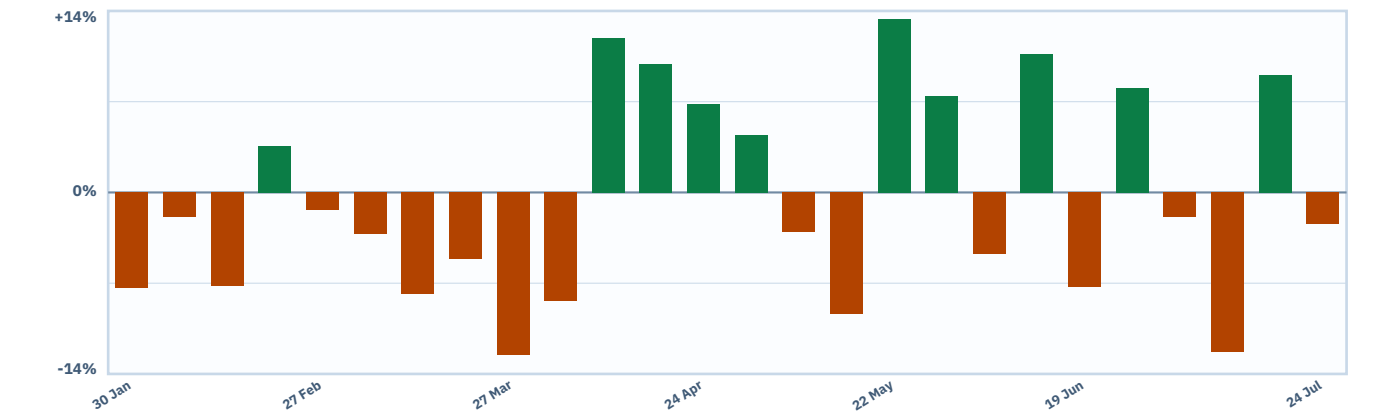
What can move the shares—and how volatile the path has been

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

NEXT EARNINGS 11d Next report is scheduled for 10 Aug 2026; event risk rises as the date approaches.	OPTIONS EXPECTED MOVE - Nearest-chain priced movement where available.	52-WEEK DRAWDOWN -33.8% Distance below the 52-week high.	13-WEEK VOLATILITY 8.0% 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

10 of 26

16 weeks finished lower.

BEST WEEK

+13.4%

Week of 22 May.

WORST WEEK

-12.5%

Week of 27 Mar.

LATEST WEEK

-2.4%

Week of 24 Jul.

Shape of recent returns

Strong gains		9
Modest gains		1
Flat weeks		-
Modest losses		6
Sharp losses		10

RECENT VOL

8.0%

13-week weekly-return volatility.

BASE VOL

9.6%

52-week weekly-return volatility.

UP/DOWN SPLIT

23/29

Count of positive and negative weeks in the 52-week window.

AVERAGE SKEW

8.7% / -5.1%

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.
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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 Resorts & Casinos

4-WEEK RANK 13 / 17 Standing within the tracked group.	GROUP AVERAGE -5.5% Average four-week return.	TREND BREADTH 58.8% Share of peers with an active trend.
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Peer	Exchange	1W return	4W return	Trend
MTN	NYSE	-1.4%	5.6%	Active
MLCO	NASDAQ	-0.7%	0.9%	Inactive
MSC	NYSE	11.6%	0.0%	Inactive
CZR	NASDAQ	0.3%	-0.8%	Active
LVS	NYSE	1.6%	-2.2%	Inactive

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	28/100	Trend, activity pressure, participation, and risk combine to a 28/100 tape read.	
Indicator analysis	33/100	Latest 12-week confirmation: trend 0/12, activity pressure 8/12, relative leadership 2/12.	Activity pressure 0.42; No reversal markers
Factors	55/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 62; Small Cap Core rank 33
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Sentiment	49/100	Weighted news tone is neutral across 26 relevant articles.	Bally's Corporation (NYSE:BALY) Receives Average Rating of "Reduce" from Brokerages
Insiders	7 / 1	7 acquisitions and 1 disposals in the latest 180-day insider tape.	
Earnings	11d	Next report is scheduled for 10 Aug 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH -2.4% Latest completed week; four-week move -8.4%.	INDICATOR STACK 18/61 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 49/100 26 relevant articles in the latest sentiment read.	EVENT RISK 11d Next report is scheduled for 10 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	13.72 USD	-2.4%	13.68 USD	13.89 USD	0.63	-7.48	222.6K	Off
17 Jul 2026	14.06 USD	9.1%	13.82 USD	13.91 USD	0.81	-5.49	275.3K	Off
10 Jul 2026	12.89 USD	-12.3%	13.94 USD	13.92 USD	0.75	-14.44	322.2K	Off
03 Jul 2026	14.70 USD	-1.9%	14.04 USD	13.94 USD	0.78	-1.16	256.7K	Off
26 Jun 2026	14.98 USD	8.1%	14.13 USD	13.94 USD	0.63	3.07	618.5K	Off
19 Jun 2026	13.86 USD	-7.3%	14.21 USD	13.94 USD	0.43	-6.53	231.6K	Off
12 Jun 2026	14.95 USD	10.7%	14.33 USD	13.95 USD	0.38	1.93	283.1K	Off
05 Jun 2026	13.51 USD	-4.7%	14.40 USD	13.95 USD	0.04	-6.96	179.7K	Off
29 May 2026	14.18 USD	7.4%	14.57 USD	13.96 USD	-0.14	-4.62	217.7K	Off
22 May 2026	13.20 USD	13.4%	14.71 USD	13.97 USD	-0.37	-9.78	360.0K	Off
15 May 2026	11.64 USD	-9.3%	14.90 USD	13.97 USD	-0.69	-19.80	150.4K	Off
08 May 2026	12.84 USD	-3.0%	14.95 USD	14.00 USD	-0.85	-11.61	177.7K	Off
01 May 2026	13.24 USD	4.4%	14.96 USD	14.01 USD	-1.13	-6.96	197.8K	Off
24 Apr 2026	12.68 USD	6.8%	14.96 USD	14.02 USD	-1.35	-10.43	225.6K	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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