

GOOGL · BUE · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Alphabet Inc. · Communication Services · Internet Content & Information

LATEST CLOSE

8,830 ARS

-6.3% latest week

Weekly setup

Mixed setup

The weekly trend is active. Price is 0.7% above the Trend Line and sits at 73.6% of its 52-week range. The latest completed week returned -6.3%, after a -2.1% four-week move. The latest news-sentiment score is 55/100.

Technical setup score 56/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

8,830 ARS

24 Jul 2026

1W RETURN

-6.3%

latest completed week

4W RETURN

-2.1%

short-term follow-through

12W RETURN

-10.6%

quarterly tape

TREND BREADTH

94.2%

49 of 52 weeks active

VOLUME RATIO

3.8x

vs 13-week average

What is working

- The trend backdrop is active with a 15-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.

What could go wrong

- 4 reversal markers appear in the recent smart-money tape.
- The latest week was a sharp negative move.
- Latest weekly return ranks in the weaker part of its sector group.

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

-6.3%

Latest completed week; four-week move -2.1%.

INDICATOR STACK

97/42

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

Positive 56.47%

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

NEWS SENTIMENT

55/100

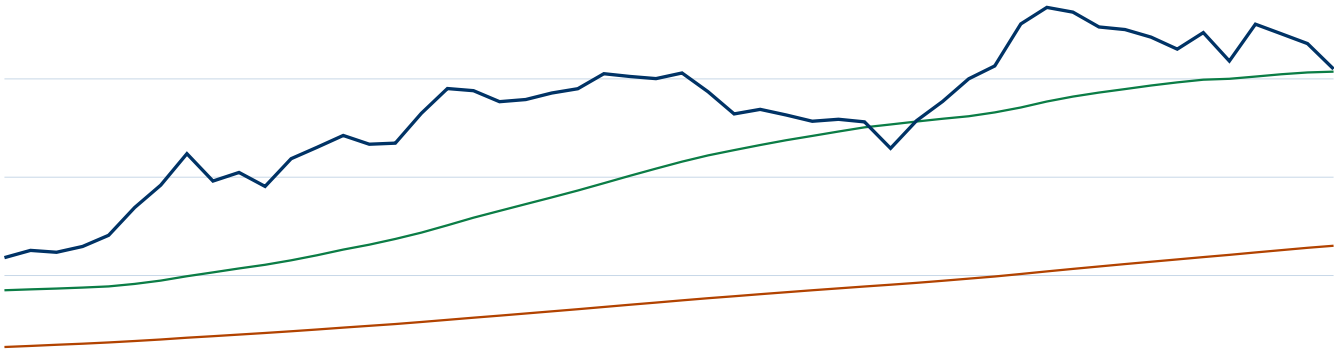
22 relevant articles in the latest sentiment read.

01 · PRICE ACTION

Where price is—and whether the trend supports it

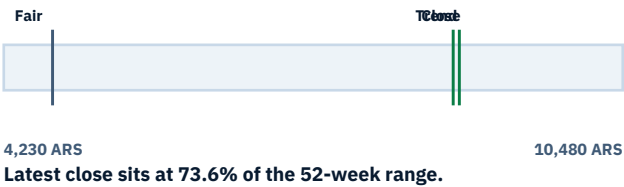
The weekly trend is active. Price is 0.7% above the Trend Line and sits at 73.6% of its 52-week range. The latest completed week returned -6.3%, after a -2.1% four-week move.

52-week price path



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

Position in the 52-week range



RANGE LOCATION

73.6%

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

TREND DISTANCE

0.7%

Price premium or discount versus the weekly Trend Line.

FAIR-VALUE GAP

87.0%

Premium demand or model discount versus Sharemaestro Fair Value.

HIGH-WATER GAP

-15.7%

Distance from the latest 52-week high.

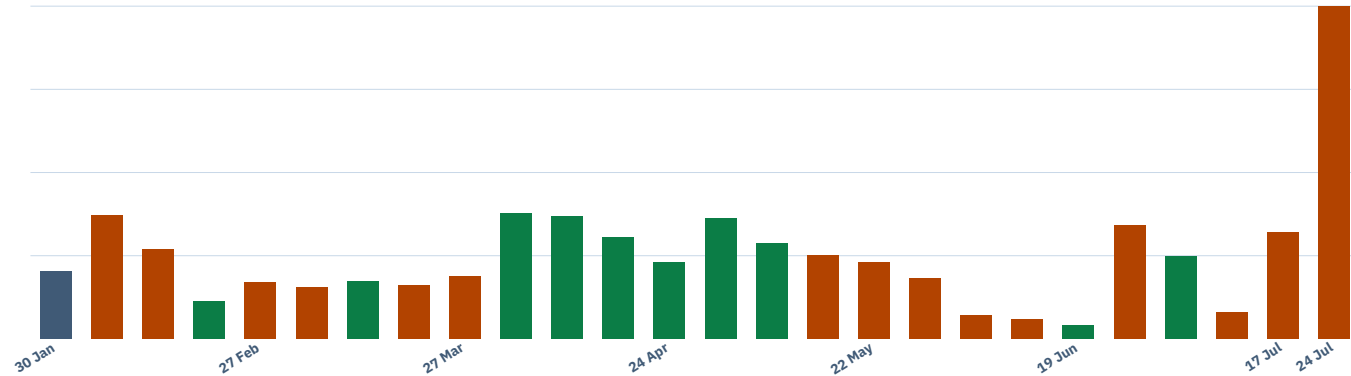
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 3.8x 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	BASELINE	ONE-YEAR BASE	LATEST WEEKLY VOLUME
3.8x	1.4M	1.5M	5.1M
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

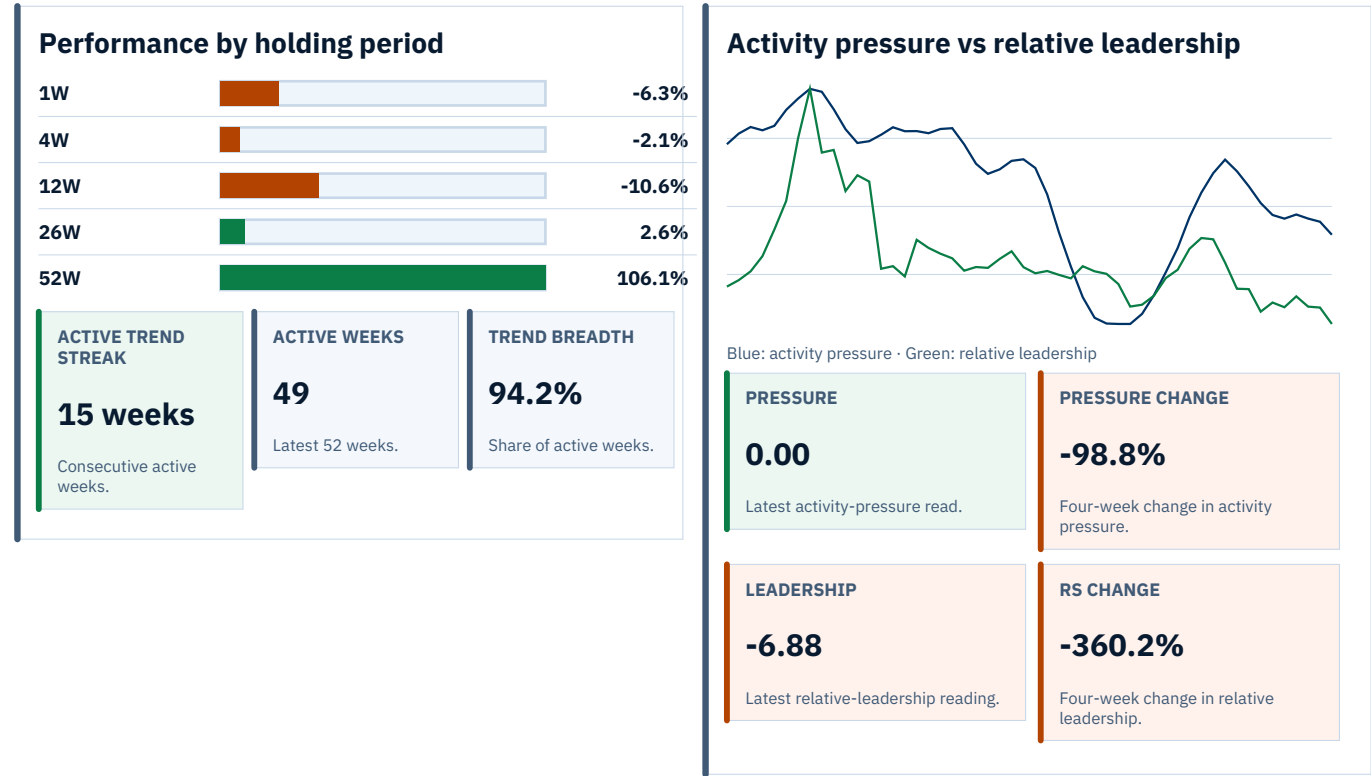
These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.



03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is -2.1% over four weeks, -10.6% over 12 weeks, and 106.1% over one year. The current trend has remained active for 15 consecutive weeks.



Technical setup scorecard

Trend		97
Momentum		36
Activity Pressure		42
Relative Leadership		1
Next-Week Expectancy		78
Volume		100
Smart Money		51
Risk Control		44

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.

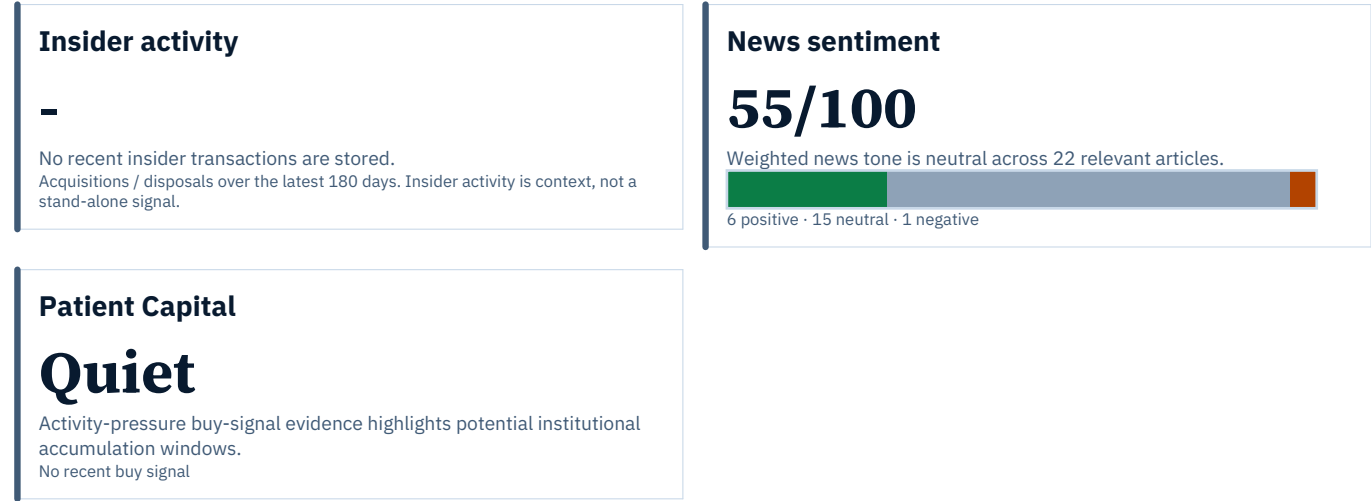
Fundamental snapshot

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.



06 · CATALYSTS AND RISK

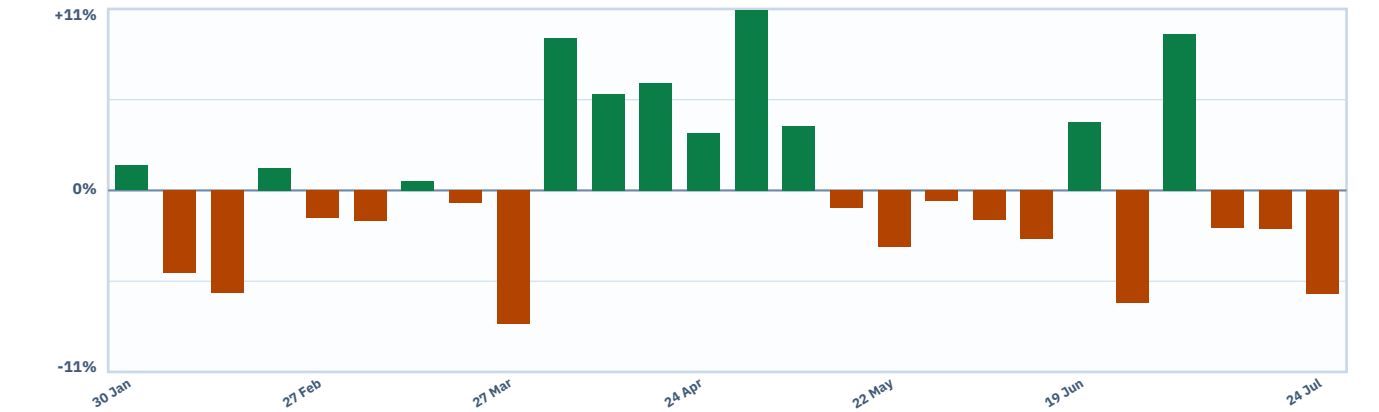
What can move the shares—and how volatile the path has been

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 -15.7% Distance below the 52-week high.	13-WEEK VOLATILITY 5.3% 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 11 of 26 15 weeks finished lower.	BEST WEEK +11.0% Week of 1 May.	WORST WEEK -8.1% Week of 27 Mar.	LATEST WEEK -6.3% Week of 24 Jul.
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Shape of recent returns <table><tr><td>Strong gains</td><td> </td><td>6</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>10</td></tr><tr><td>Sharp losses</td><td> </td><td>5</td></tr></table>	Strong gains		6	Modest gains		5	Flat weeks		-	Modest losses		10	Sharp losses		5	RECENT VOL 5.3% 13-week weekly-return volatility.	BASE VOL 5.3% 52-week weekly-return volatility.
Strong gains		6															
Modest gains		5															
Flat weeks		-															
Modest losses		10															
Sharp losses		5															
	UP/DOWN SPLIT 29/23 Count of positive and negative weeks in the 52-week window.	AVERAGE SKEW 5.3% / -3.2% 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
19 / 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
5 / 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	60/100	Trend, activity pressure, participation, and risk combine to a 60/100 tape read.	
Indicator analysis	79/100	Latest 12-week confirmation: trend 12/12, activity pressure 12/12, relative leadership 11/12.	Activity pressure 0.82; 4 reversal markers
Next-Week Expectancy	Positive 56.47%	Next-week expectancy is positive with a 56.47% historical one-week setup read.	Adds short-term historical context without overriding trend, activity, or relative leadership.
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	55/100	Weighted news tone is neutral across 22 relevant articles.	Alphabet Stock's Biggest Risk Is A Profit Margin Built On Borrowed Gains
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 -6.3% Latest completed week; four-week move -2.1%.	INDICATOR STACK 97/42 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 Positive 56.47% Historical one-week expectancy contributes to the evidence score when direction is confirmed.	NEWS SENTIMENT 55/100 22 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	8,830 ARS	-6.3%	8,768 ARS	4,723 ARS	0.00	-6.88	5.1M	On
17 Jul 2026	9,420 ARS	-2.3%	8,749 ARS	4,674 ARS	0.17	2.48	1.6M	On
10 Jul 2026	9,645 ARS	-2.3%	8,706 ARS	4,621 ARS	0.21	3.02	405.7K	On
03 Jul 2026	9,870 ARS	9.5%	8,653 ARS	4,566 ARS	0.26	8.88	1.3M	On
26 Jun 2026	9,015 ARS	-6.8%	8,602 ARS	4,510 ARS	0.21	2.64	1.7M	On
19 Jun 2026	9,675 ARS	4.1%	8,580 ARS	4,459 ARS	0.26	5.33	65.8K	On
12 Jun 2026	9,290 ARS	-2.9%	8,518 ARS	4,404 ARS	0.41	0.15	300.4K	On
05 Jun 2026	9,569 ARS	-1.8%	8,445 ARS	4,351 ARS	0.63	12.98	362.1K	On
29 May 2026	9,745 ARS	-0.6%	8,362 ARS	4,297 ARS	0.83	13.22	931.9K	On
22 May 2026	9,805 ARS	-3.4%	8,280 ARS	4,241 ARS	0.98	28.10	1.2M	On
15 May 2026	10,150 ARS	-1.1%	8,187 ARS	4,185 ARS	0.80	41.41	1.3M	On
08 May 2026	10,260 ARS	3.9%	8,073 ARS	4,126 ARS	0.55	42.15	1.5M	On
01 May 2026	9,875 ARS	11.0%	7,935 ARS	4,067 ARS	0.23	36.02	1.9M	On
24 Apr 2026	8,900 ARS	3.5%	7,820 ARS	4,009 ARS	-0.17	24.03	1.2M	On

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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