HELE · NASDAQ · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Helen of Troy Ltd · Consumer Defensive · Household & Personal Products

LATEST CLOSE

28.47 USD

1.3% latest week

Weekly setup

Constructive, but selective

The weekly trend is active. Price is 32.2% above the Trend Line and sits at 86.9% of its 52-week range. The latest completed week returned 1.3%, after a 0.3% four-week move. The latest factor snapshot indicates quality ranks weakly versus its universe; growth is moderate; valuation is neither clearly cheap nor expensive. Options positioning is bullish with 44/100 conviction, while the latest news-sentiment score is 52/100. Near-term considerations: volume confirmation is below normal; earnings are due in 70d.

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

28.47 USD

24 Jul 2026

1W RETURN

1.3%

latest completed week

4W RETURN

0.3%

short-term follow-through

12W RETURN

19.0%

quarterly tape

TREND BREADTH

21.2%

11 of 52 weeks active

VOLUME RATIO

0.8x

vs 13-week average

What is working

- The trend backdrop is active with a 11-week active streak.
- Price is above the Trend Line, keeping the weekly tape constructive.
- Activity pressure is positive on the latest completed week.
- Activity pressure is constructive, supporting the smart-money activity read.

What could go wrong

- Price is below Fair Value, so the market is still discounting the latest tape.
- Next-week expectancy is negative at 37.21% based on similar historical setup states.

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

1.3%

Latest completed week; four-week move 0.3%.

INDICATOR STACK

50/66

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

Negative 37.21%

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

OPTIONS PRESSURE

Bullish

44/100 conviction; expected move 12.6%.

NEWS SENTIMENT

52/100

54 relevant articles in the latest sentiment read.

EVENT RISK

70d

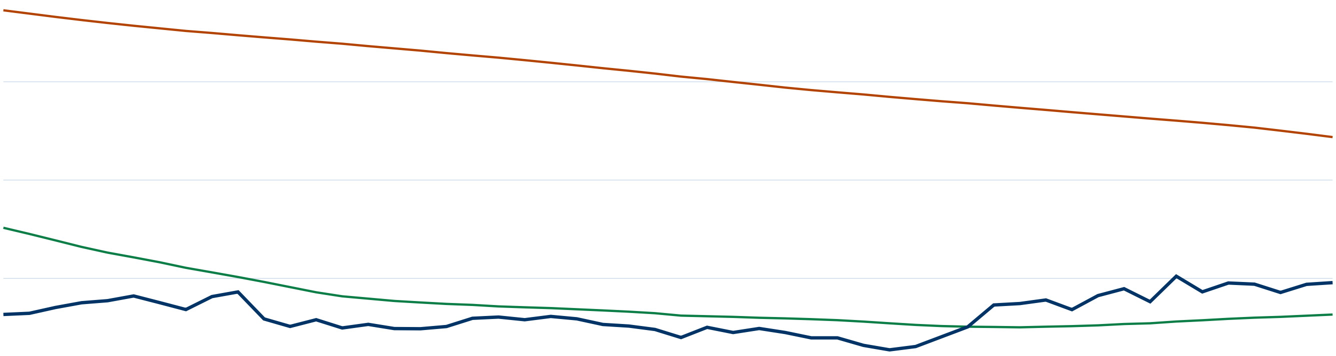
Next report is scheduled for 08 Oct 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

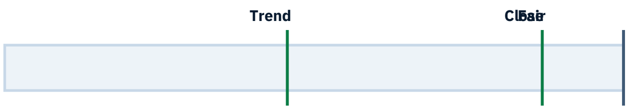
The weekly trend is active. Price is 32.2% above the Trend Line and sits at 86.9% of its 52-week range. The latest completed week returned 1.3%, after a 0.3% four-week move.

52-week price path



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

Position in the 52-week range



13.85 USD 30.68 USD

Latest close sits at 86.9% of the 52-week range.

RANGE LOCATION

86.9%

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

TREND DISTANCE

32.2%

Price premium or discount versus the weekly Trend Line.

FAIR-VALUE GAP

-52.6%

Premium demand or model discount versus Sharemaestro Fair Value.

HIGH-WATER GAP

-7.2%

Distance from the latest 52-week high.

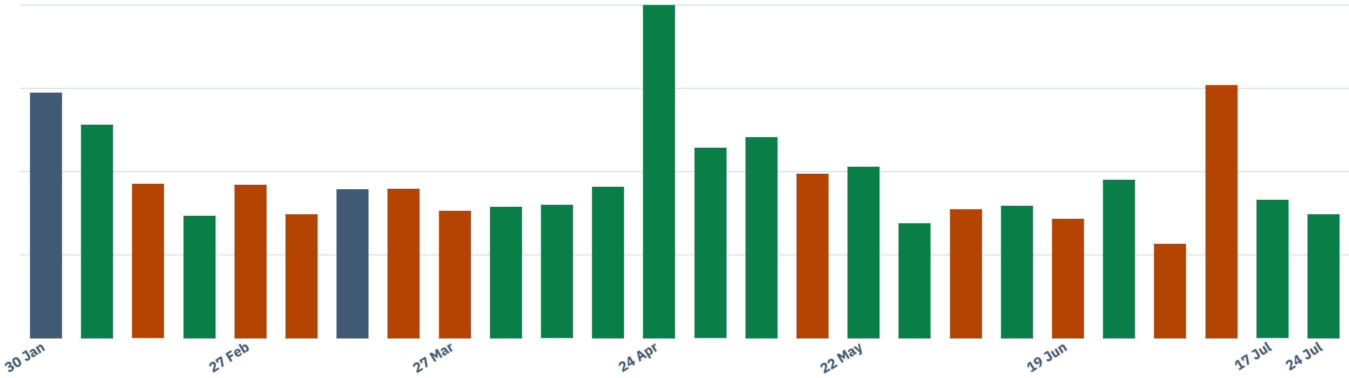
02 · VOLUME AND DEMAND

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.



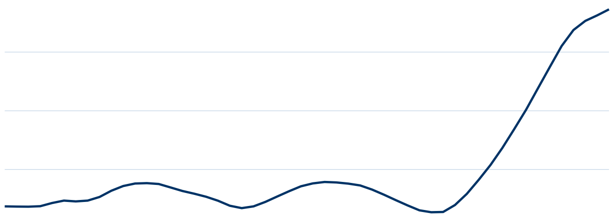
PARTICIPATION	BASELINE	ONE-YEAR BASE	LATEST WEEKLY VOLUME
0.8x	2.9M	3.6M	2.4M
Latest volume versus the 13-week average.	13-week average volume.	52-week average volume.	Most recent completed week.

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 0.87 · 12-week average 0.56

12-week confirmation

Signal	Read	Meaning
Trend active	11/12	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	8/12	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.87	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 0.3% over four weeks, 19.0% over 12 weeks, and 18.1% over one year. The current trend has remained active for 11 consecutive weeks.

Performance by holding period

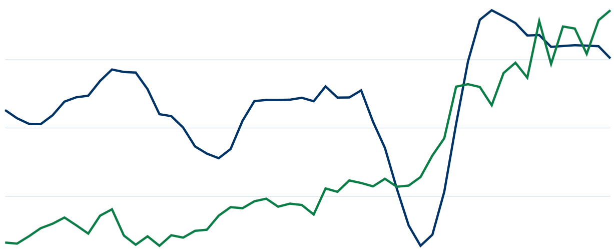
1W	1.3%
4W	0.3%
12W	19.0%
26W	55.6%
52W	18.1%

ACTIVE TREND STREAK
11 weeks
Consecutive active weeks.

ACTIVE WEEKS
11
Latest 52 weeks.

TREND BREADTH
21.2%
Share of active weeks.

Activity pressure vs relative leadership



Blue: activity pressure · Green: relative leadership

PRESSURE
0.95
Latest activity-pressure read.

PRESSURE CHANGE
-11.6%
Four-week change in activity pressure.

LEADERSHIP
21.57
Latest relative-leadership reading.

RS CHANGE
36.5%
Four-week change in relative leadership.

Technical setup scorecard

Trend	50
Momentum	68
Activity Pressure	66
Relative Leadership	100
Next-Week Expectancy	31
Volume	34
Smart Money	54
Risk Control	47

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	STATEMENTS THROUGH	FIELD COVERAGE	MODEL CONFIDENCE
26 Jul 2026	28 Feb 2026	85%	85%
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	69/100
Value	77/100
Quality	13/100
Momentum	68/100
Growth	22/100

Valuation

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

P/E — Price divided by trailing earnings.	-
PRICE / SALES — Market value relative to trailing revenue.	0.4x
EV / EBITDA — Enterprise value relative to operating cash earnings.	-
FREE-CASH-FLOW YIELD — Free cash flow as a share of enterprise value.	12.1%

Business quality

Margins and the return generated on invested capital.

GROSS MARGIN — Gross profit retained from each unit of revenue.	45.4%
OPERATING MARGIN — Operating profit retained from revenue.	-17.3%
FREE-CASH-FLOW MARGIN — Free cash flow generated from revenue.	9.4%
RETURN ON INVESTED CAPITAL — Operating return generated on invested capital.	-14.8%

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.	-2.5%
EPS GROWTH	Latest one-year earnings-per-share growth.	-
FREE-CASH-FLOW GROWTH	Latest one-year free-cash-flow growth.	-5.5%
PIOTROSKI F-SCORE	Nine-point accounting-strength checklist.	4/9

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.	-0.1%
SHAREHOLDER YIELD	Dividend yield plus net buyback yield.	-0.1%
NET DEBT / EBITDA	Balance-sheet debt relative to operating cash earnings.	-2.9x

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.

Options positioning

Bullish

HELE shows bullish options pressure with a 44/100 conviction score, put-call volume ratio of 0.56, expected move of 12.6%, and Sharemaestro trend signal active.

CONVICTION

44/100

Options signal conviction.

EXPECTED MOVE

12.6%

Nearest-chain pricing.

PUT/CALL VOLUME

0.56

Contract volume balance.

Pressure	31
Speculation	2
Volatility	93
Trend agreement	82

Insider activity

8 / 2

8 acquisitions and 2 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

52/100

Weighted news tone is neutral across 54 relevant articles.

16 positive · 29 neutral · 9 negative

Patient Capital

Quiet

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

No recent buy signal

06 · CATALYSTS AND RISK

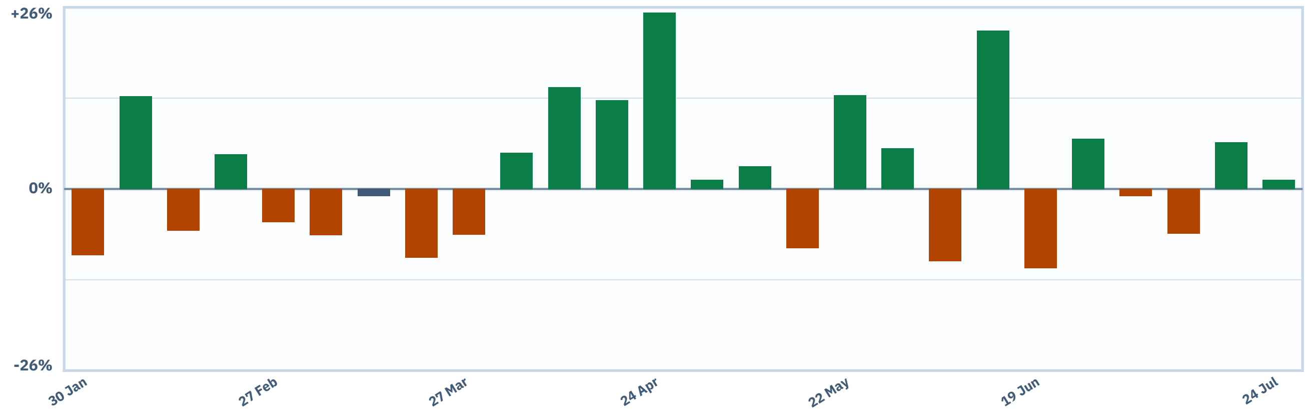
What can move the shares—and how volatile the path has been

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
70d	12.6%	-7.2%	9.4%
Next report is scheduled for 08 Oct 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
14 of 26	+25.2%	-11.4%	+1.3%
11 weeks finished lower.	Week of 24 Apr.	Week of 19 Jun.	Week of 24 Jul.

Shape of recent returns

Strong gains	11
Modest gains	3
Flat weeks	1
Modest losses	1
Sharp losses	10

RECENT VOL	BASE VOL
9.4%	8.8%
13-week weekly-return volatility.	52-week weekly-return volatility.

UP/DOWN SPLIT	AVERAGE SKEW
27/24	7.4% / -6.8%
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 Defensive

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
- / 100	**-0.3%**	**49.0%**
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
COTY	NYSE	1.5%	38.0%	Inactive
DAR	NYSE	-1.0%	19.0%	Active
ELF	NYSE	5.0%	14.7%	Inactive
IPAR	NASDAQ	-0.6%	13.5%	Active
CALM	NASDAQ	2.0%	12.6%	Active

Industry · US Household & Personal Products

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
18 / 28	**4.4%**	**39.3%**
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
COTY	NYSE	1.5%	38.0%	Inactive
WALD	NASDAQ	-2.3%	15.8%	Inactive
ELF	NYSE	5.0%	14.7%	Inactive
SLSN	NASDAQ	21.3%	13.9%	Inactive
IPAR	NASDAQ	-0.6%	13.5%	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	55/100	Trend, activity pressure, participation, and risk combine to a 55/100 tape read.	
Indicator analysis	81/100	Latest 12-week confirmation: trend 11/12, activity pressure 12/12, relative leadership 8/12.	Activity pressure 0.87; No reversal markers
Next-Week Expectancy	Negative 37.21%	Next-week expectancy is negative with a 37.21% historical one-week setup read.	Adds short-term historical context without overriding trend, activity, or relative leadership.
Factors	55/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 72; Small Cap Core rank 24
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Options	67/100	HELE shows bullish options pressure with a 44/100 conviction score, put-call volume ratio of 0.56, expected move of 12.6%, and Sharemaestro trend signal active.	Bullish · Call-side pressure · Expected move 12.6%
Sentiment	52/100	Weighted news tone is neutral across 54 relevant articles.	Helen of Troy (NASDAQ:HELE) Stock Price Down 6.7% - Here's Why
Insiders	8 / 2	8 acquisitions and 2 disposals in the latest 180-day insider tape.	
Earnings	70d	Next report is scheduled for 08 Oct 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH

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Latest completed week; four-week move 0.3%.

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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	28.47 USD	1.3%	21.54 USD	60.06 USD	0.95	21.57	2.4M	On
17 Jul 2026	28.10 USD	6.7%	21.29 USD	60.79 USD	1.07	18.00	2.7M	On
10 Jul 2026	26.34 USD	-6.4%	21.04 USD	61.47 USD	1.07	6.07	4.9M	On
03 Jul 2026	28.14 USD	-0.8%	20.86 USD	62.13 USD	1.08	15.08	1.8M	On
26 Jun 2026	28.38 USD	7.2%	20.61 USD	62.67 USD	1.07	15.80	3.0M	On
19 Jun 2026	26.47 USD	-11.4%	20.30 USD	63.18 USD	1.06	2.48	2.3M	On
12 Jun 2026	29.86 USD	22.7%	20.03 USD	63.64 USD	1.18	17.71	2.5M	On
05 Jun 2026	24.34 USD	-10.3%	19.65 USD	64.07 USD	1.18	-2.38	2.5M	On
29 May 2026	27.14 USD	5.8%	19.49 USD	64.55 USD	1.30	2.92	2.2M	On
22 May 2026	25.65 USD	13.4%	19.20 USD	65.01 USD	1.37	-0.73	3.3M	On
15 May 2026	22.61 USD	-8.5%	19.03 USD	65.49 USD	1.43	-12.18	3.2M	On
08 May 2026	24.71 USD	3.3%	18.91 USD	65.96 USD	1.33	-5.67	3.9M	Off
01 May 2026	23.93 USD	1.3%	18.77 USD	66.43 USD	0.92	-4.69	3.7M	Off
24 Apr 2026	23.62 USD	25.2%	18.85 USD	66.92 USD	0.29	-5.56	6.4M	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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