

SYF · MEX · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Synchrony Financial · Financial Services · Credit Services

LATEST CLOSE

1,283 MXN

0.0% latest week

Weekly setup

Mixed setup

The weekly trend is not active. Price is -3.6% below the Trend Line and sits at 31.4% of its 52-week range. The latest completed week returned 0.0%, after a 4.7% four-week move. The latest news-sentiment score is 53/100.

Technical setup score 42/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

1,283 MXN

24 Jul 2026

1W RETURN

0.0%

latest completed week

4W RETURN

4.7%

short-term follow-through

12W RETURN

4.8%

quarterly tape

TREND BREADTH

50.0%

26 of 52 weeks active

VOLUME RATIO

-

vs 13-week average

What is working

- Price is above Fair Value, showing premium demand versus the model.
- 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 the Trend Line, which keeps downside pressure in focus.
- Next-week expectancy is negative at 19.17% based on similar historical setup states.
- Activity pressure is weak, so confirmation is not yet broad enough.

What to watch next

- Trend Line remains the key weekly regime level.
- Activity pressure is the gauge to monitor for confirmation or fade.

This week's evidence at a glance

PRICE FOLLOW-THROUGH

0.0%

Latest completed week; four-week move 4.7%.

INDICATOR STACK

28/65

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 19.17%

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

NEWS SENTIMENT

53/100

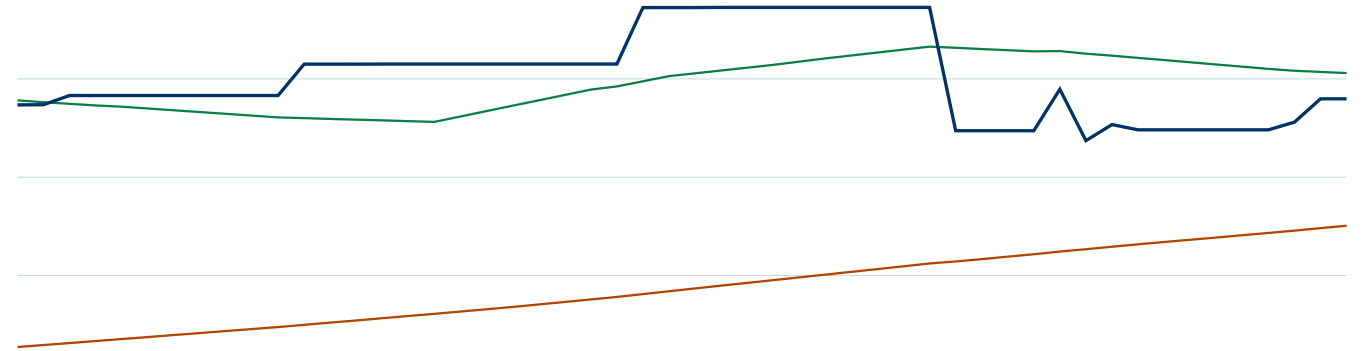
50 relevant articles in the latest sentiment read.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is not active. Price is -3.6% below the Trend Line and sits at 31.4% of its 52-week range. The latest completed week returned 0.0%, after a 4.7% four-week move.

52-week price path



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

Position in the 52-week range Fair Close Trend 1,206 MXN 1,452 MXN Latest close sits at 31.4% of the 52-week range.	RANGE LOCATION 31.4% Shows where the latest close sits between the 52-week low and high.	TREND DISTANCE -3.6% Price premium or discount versus the weekly Trend Line.
	FAIR-VALUE GAP 22.4% Premium demand or model discount versus Sharemaestro Fair Value.	HIGH-WATER GAP -11.6% Distance from the latest 52-week high.

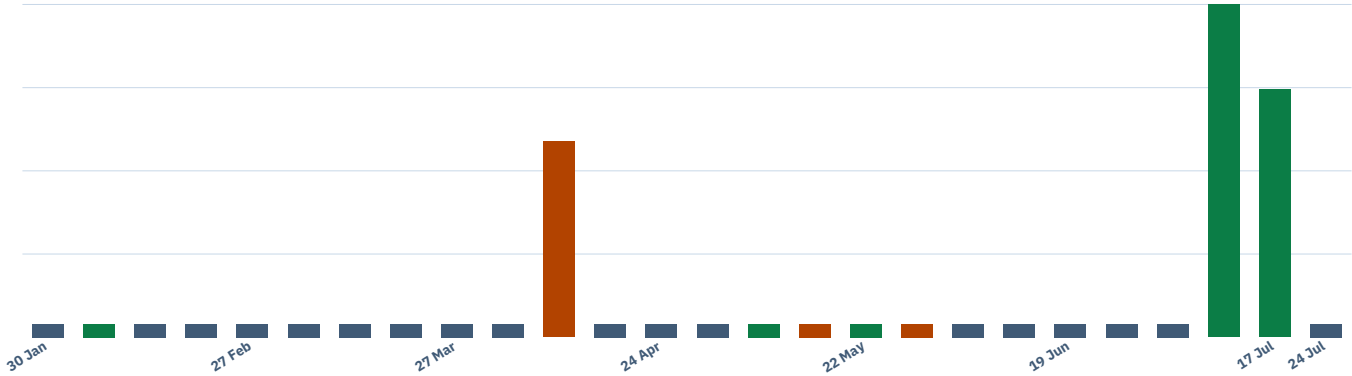
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is - the 13-week average. Participation data is incomplete.

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
-	1.2K	402	0
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 0.06 · 12-week average 0.30

12-week confirmation

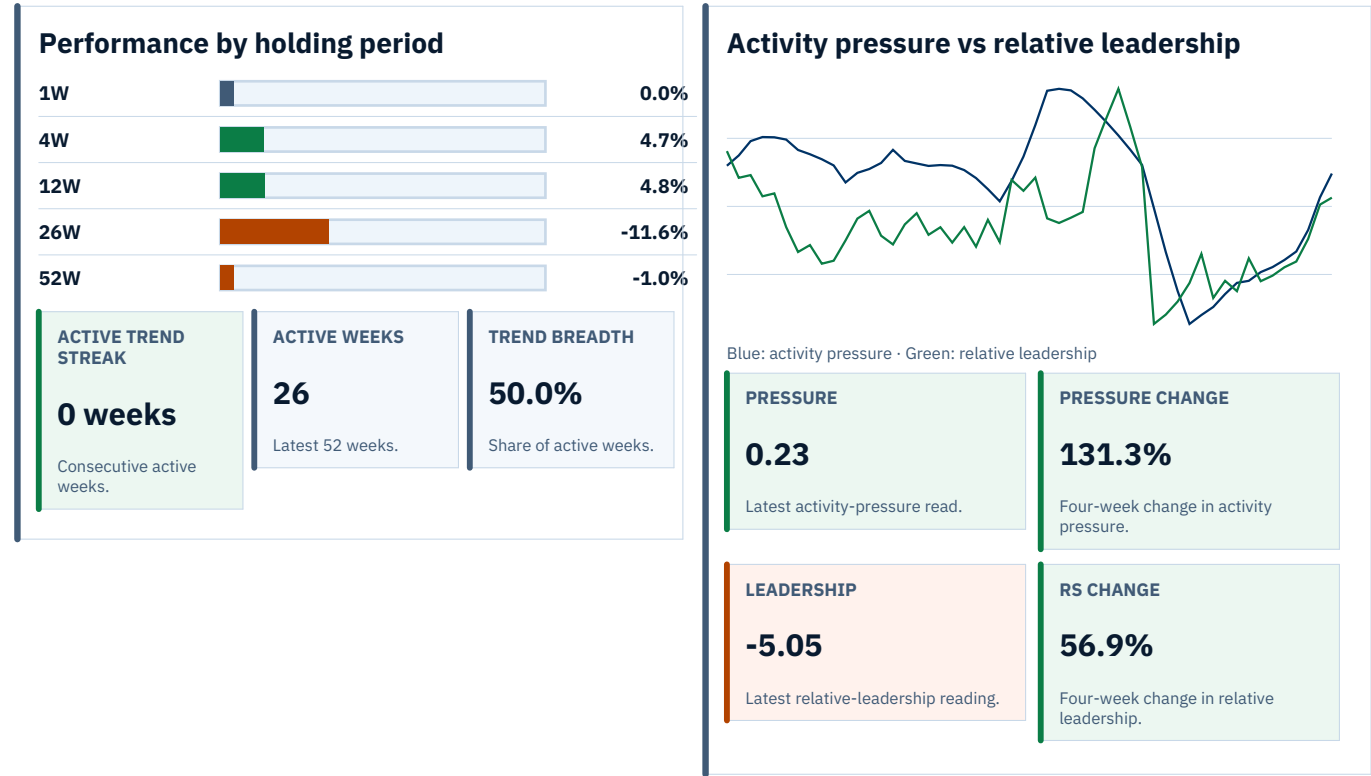
Signal	Read	Meaning
Trend active	0/12	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	1/12	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	0/12	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.06	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 4.7% over four weeks, 4.8% over 12 weeks, and -1.0% over one year. The current trend has remained active for 0 consecutive weeks.



Technical setup scorecard

Trend		28
Momentum		65
Activity Pressure		65
Relative Leadership		39
Next-Week Expectancy		40
Volume		0
Smart Money		37
Risk Control		63

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 50 relevant articles.

10 positive · 37 neutral · 3 negative

Patient Capital

Quiet

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

06 · CATALYSTS AND RISK

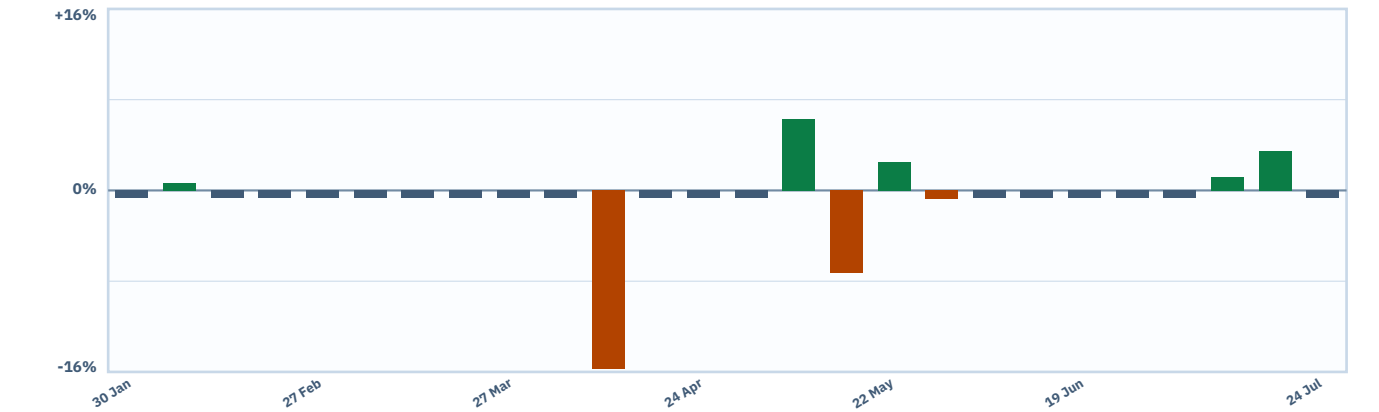
What can move the shares—and how volatile the path has been

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 -11.6% Distance below the 52-week high.	13-WEEK VOLATILITY 2.9% 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 5 of 26 3 weeks finished lower.	BEST WEEK +6.3% Week of 8 May.	WORST WEEK -15.7% Week of 10 Apr.	LATEST WEEK +0.0% Week of 24 Jul.
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Shape of recent returns <table><tr><td>Strong gains</td><td> </td><td>1</td></tr><tr><td>Modest gains</td><td> </td><td>4</td></tr><tr><td>Flat weeks</td><td> </td><td>18</td></tr><tr><td>Modest losses</td><td> </td><td>1</td></tr><tr><td>Sharp losses</td><td> </td><td>2</td></tr></table>	Strong gains		1	Modest gains		4	Flat weeks		18	Modest losses		1	Sharp losses		2	RECENT VOL 2.9% 13-week weekly-return volatility.	BASE VOL 2.9% 52-week weekly-return volatility.
Strong gains		1															
Modest gains		4															
Flat weeks		18															
Modest losses		1															
Sharp losses		2															
	UP/DOWN SPLIT 10/4 Count of positive and negative weeks in the 52-week window.	AVERAGE SKEW 2.7% / -6.4% 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 · MX Financial Services

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
29 / 80	1.0%	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
SBET	MEX	5.0%	27.0%	Inactive
PYPL	MEX	-1.1%	26.6%	Inactive
BMNR	MEX	-0.4%	16.9%	Inactive
MSCI	MEX	0.0%	15.4%	Active
MCO	MEX	1.4%	13.3%	Inactive

Industry · MX Credit Services

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
4 / 13	-3.3%	15.4%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
PYPL	MEX	-1.1%	26.6%	Inactive
MA	MEX	-1.4%	7.9%	Inactive
V	MEX	-1.7%	4.7%	Active
SYF	MEX	0.0%	4.7%	Inactive
GENTERA	MEX	0.7%	4.1%	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	39/100	Trend, activity pressure, participation, and risk combine to a 39/100 tape read.	
Indicator analysis	11/100	Latest 12-week confirmation: trend 0/12, activity pressure 1/12, relative leadership 0/12.	Activity pressure 0.06; No reversal markers
Next-Week Expectancy	Negative 19.17%	Next-week expectancy is negative with a 19.17% 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	53/100	Weighted news tone is neutral across 50 relevant articles.	Cognizant Earnings: Financial Services and North America Drive Resilient Performance
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 0.0% Latest completed week; four-week move 4.7%.	INDICATOR STACK 28/65 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 19.17% Historical one-week expectancy contributes to the evidence score when direction is confirmed.	NEWS SENTIMENT 53/100 50 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	1,283 MXN	0.0%	1,331 MXN	1,048 MXN	0.23	-5.05	0	Off
17 Jul 2026	1,283 MXN	3.5%	1,333 MXN	1,044 MXN	-0.04	-5.71	6.2K	Off
10 Jul 2026	1,240 MXN	1.2%	1,335 MXN	1,039 MXN	-0.39	-9.00	8.3K	Off
03 Jul 2026	1,226 MXN	0.0%	1,338 MXN	1,035 MXN	-0.63	-11.17	0	Off
26 Jun 2026	1,226 MXN	0.0%	1,343 MXN	1,031 MXN	-0.72	-11.72	0	Off
19 Jun 2026	1,226 MXN	0.0%	1,347 MXN	1,027 MXN	-0.80	-12.52	0	Off
12 Jun 2026	1,226 MXN	0.0%	1,351 MXN	1,023 MXN	-0.86	-13.06	0	Off
05 Jun 2026	1,226 MXN	0.0%	1,355 MXN	1,018 MXN	-0.95	-10.86	0	Off
29 May 2026	1,226 MXN	-0.8%	1,359 MXN	1,014 MXN	-0.97	-14.01	50	Off
22 May 2026	1,236 MXN	2.5%	1,363 MXN	1,010 MXN	-1.10	-13.02	206	Off
15 May 2026	1,206 MXN	-7.3%	1,367 MXN	1,005 MXN	-1.24	-14.66	168	Off
08 May 2026	1,301 MXN	6.3%	1,371 MXN	1,001 MXN	-1.33	-10.44	7	Off
01 May 2026	1,224 MXN	0.0%	1,371 MXN	995.7 MXN	-1.42	-13.23	0	Off
24 Apr 2026	1,224 MXN	0.0%	1,373 MXN	991.2 MXN	-1.06	-15.01	0	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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