SFNC · NASDAQ · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Simmons First National Corporation · Financial Services · Banks - Regional

LATEST CLOSE

23.18 USD

1.0% latest week

Weekly setup

Constructive, but selective

The weekly trend is active. Price is 12.1% above the Trend Line and sits at 90.2% of its 52-week range. The latest completed week returned 1.0%, after a 1.1% 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 57/100 conviction, while the latest news-sentiment score is 55/100. Near-term considerations: price is close to its 52-week high; earnings are due in 78d.

Technical setup score 69/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE	1W RETURN	4W RETURN
23.18 USD	**1.0%**	**1.1%**
24 Jul 2026	latest completed week	short-term follow-through

12W RETURN	TREND BREADTH	VOLUME RATIO
10.3%	**55.8%**	**1.3x**
quarterly tape	29 of 52 weeks active	vs 13-week average

What is working

- The trend backdrop is active with a 17-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

- 2 reversal markers appear in the recent smart-money tape.

What to watch next

- Price is close to its 52-week high; watch for continuation or exhaustion.
- 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
1.0%	**76/77**	**Active**	**Quiet**
Latest completed week; four-week move 1.1%.	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

Volatility

57/100 conviction; expected move 6.5%.

NEWS SENTIMENT

55/100

59 relevant articles in the latest sentiment read.

EVENT RISK

78d

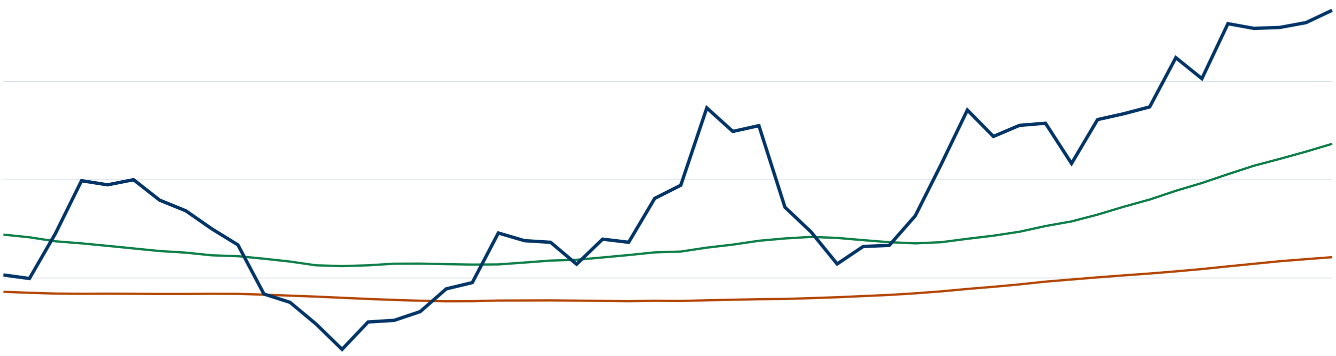
Next report is scheduled for 15 Oct 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

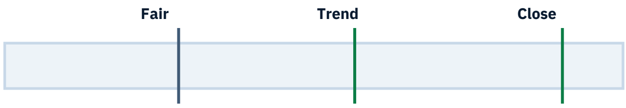
The weekly trend is active. Price is 12.1% above the Trend Line and sits at 90.2% of its 52-week range. The latest completed week returned 1.0%, after a 1.1% four-week move.

52-week price path



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

Position in the 52-week range



16.46 USD 23.91 USD

Latest close sits at 90.2% of the 52-week range.

RANGE LOCATION

90.2%

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

TREND DISTANCE

12.1%

Price premium or discount versus the weekly Trend Line.

FAIR-VALUE GAP

24.9%

Premium demand or model discount versus Sharemaestro Fair Value.

HIGH-WATER GAP

-3.1%

Distance from the latest 52-week high.

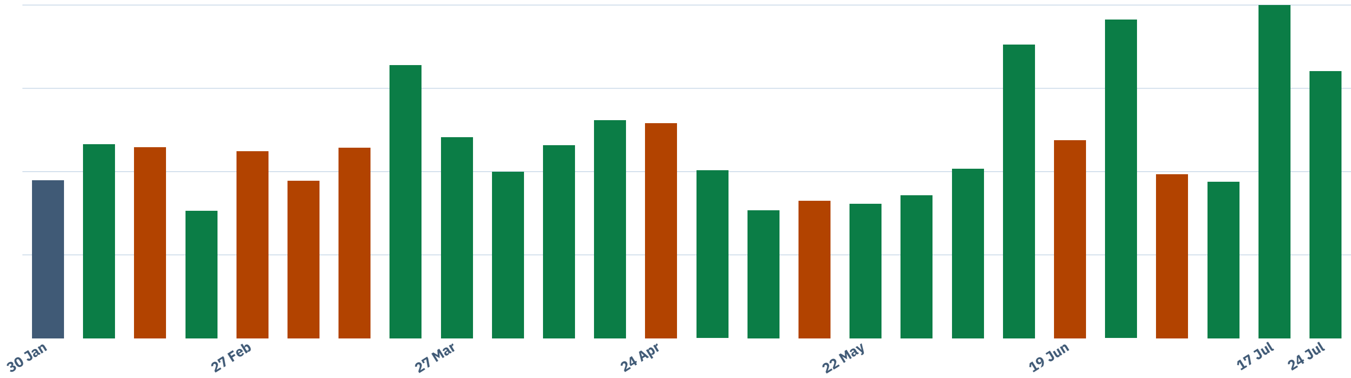
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 1.3x the 13-week average. Participation is around or above normal and provides reasonable confirmation.

26-week volume confirmation

Bar height shows weekly volume. Green marks an up week; orange marks a down week.



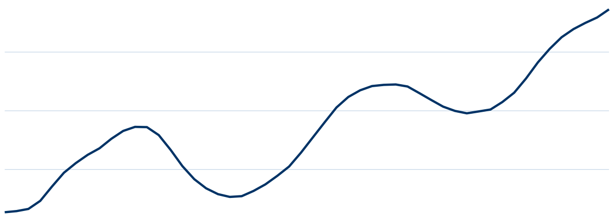
PARTICIPATION	BASELINE	ONE-YEAR BASE	LATEST WEEKLY VOLUME
1.3x	**6.6M**	**5.7M**	**8.7M**
Latest volume versus the 13-week average.	13-week average volume.	52-week average volume.	Most recent completed week.

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 0.92 · 12-week average 0.72

12-week confirmation

Signal	Read	Meaning
Trend active	12/12	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	11/12	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	5/12	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.92	Current proprietary activity-pressure read.
Buy signals	0	Accumulation signal count in the latest 12 weeks.
Reversal markers	2	2 reversal markers

No recent accumulation markers. 2 reversal markers.

03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is 1.1% over four weeks, 10.3% over 12 weeks, and 22.9% over one year. The current trend has remained active for 17 consecutive weeks.

Performance by holding period

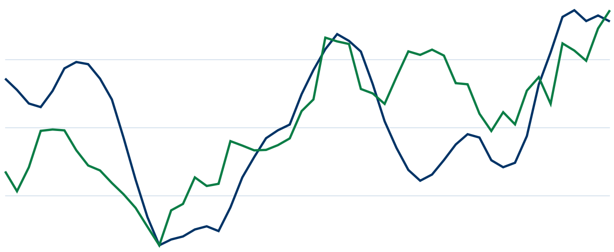
1W	1.0%
4W	1.1%
12W	10.3%
26W	17.9%
52W	22.9%

ACTIVE TREND STREAK
17 weeks
Consecutive active weeks.

ACTIVE WEEKS
29
Latest 52 weeks.

TREND BREADTH
55.8%
Share of active weeks.

Activity pressure vs relative leadership



Blue: activity pressure · Green: relative leadership

PRESSURE
1.52
Latest activity-pressure read.

PRESSURE CHANGE
-3.1%
Four-week change in activity pressure.

LEADERSHIP
7.73
Latest relative-leadership reading.

RS CHANGE
180.5%
Four-week change in relative leadership.

Technical setup scorecard

Trend	76
Momentum	62
Activity Pressure	77
Relative Leadership	88
Next-Week Expectancy	50
Volume	56
Smart Money	56
Risk Control	84

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	31 Dec 2025	91%	91%
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	68/100
Value	75/100
Quality	11/100
Momentum	71/100
Growth	11/100

Valuation

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

P/E	-
Price divided by trailing earnings.	
PRICE / SALES	5.9x
Market value relative to trailing revenue.	
EV / EBITDA	-
Enterprise value relative to operating cash earnings.	
FREE-CASH-FLOW YIELD	11.7%
Free cash flow as a share of enterprise value.	

Business quality

Margins and the return generated on invested capital.

GROSS MARGIN	13.5%
Gross profit retained from each unit of revenue.	
OPERATING MARGIN	-85.9%
Operating profit retained from revenue.	
FREE-CASH-FLOW MARGIN	87.6%
Free cash flow generated from revenue.	
RETURN ON INVESTED CAPITAL	-8.3%
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.	-59.8%
EPS GROWTH Latest one-year earnings-per-share growth.	-
FREE-CASH-FLOW GROWTH Latest one-year free-cash-flow growth.	-
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.	3.7%
BUYBACK YIELD Net share repurchases relative to market value.	-9.8%
SHAREHOLDER YIELD Dividend yield plus net buyback yield.	-6.1%
NET DEBT / EBITDA Balance-sheet debt relative to operating cash earnings.	-2.2x

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

SFNC shows volatility options pressure with a 57/100 conviction score, put-call volume ratio of 0.03, expected move of 6.5%, and Sharemaestro trend signal active.

CONVICTION	EXPECTED MOVE	PUT/CALL VOLUME
57/100	**6.5%**	**0.03**
Options signal conviction.	Nearest-chain pricing.	Contract volume balance.

Pressure	96
Speculation	38
Volatility	81
Trend agreement	0

Insider activity

16 / 4

16 acquisitions and 4 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

55/100

Weighted news tone is neutral across 59 relevant articles.

19 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
78d
Next report is scheduled for 15 Oct 2026; event risk rises as the date approaches.

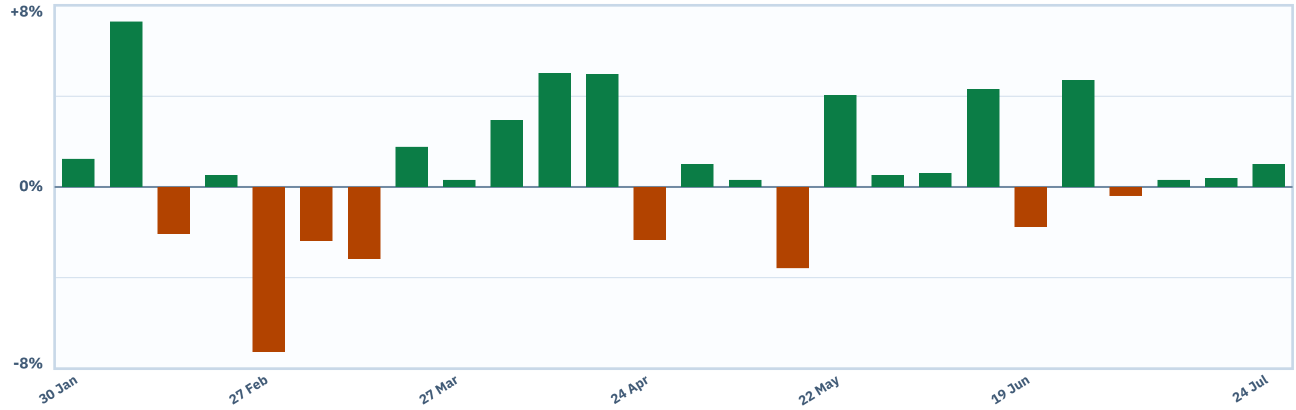
OPTIONS EXPECTED MOVE
6.5%
Nearest-chain priced movement where available.

52-WEEK DRAWDOWN
-3.1%
Distance below the 52-week high.

13-WEEK VOLATILITY
2.3%
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
18 of 26
8 weeks finished lower.

BEST WEEK
+7.3%
Week of 6 Feb.

WORST WEEK
-7.3%
Week of 27 Feb.

LATEST WEEK
+1.0%
Week of 24 Jul.

Shape of recent returns

Strong gains	6
Modest gains	12
Flat weeks	-
Modest losses	7
Sharp losses	1

RECENT VOL
2.3%
13-week weekly-return volatility.

BASE VOL
2.9%
52-week weekly-return volatility.

UP/DOWN SPLIT
29/23
Count of positive and negative weeks in the 52-week window.

AVERAGE SKEW
2.4% / -2.1%
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 Financial Services

4-WEEK RANK

- / 100

Standing within the tracked group.

GROUP AVERAGE

5.2%

Average four-week return.

TREND BREADTH

58.0%

Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
PYPL	NASDAQ	-0.7%	26.8%	Inactive
KB	NYSE	-1.6%	19.4%	Active
SHG	NYSE	1.0%	18.6%	Active
TRV	NYSE	5.0%	18.3%	Active
ICE	NYSE	4.4%	17.7%	Inactive

Industry · US Banks - Regional

4-WEEK RANK

53 / 100

Standing within the tracked group.

GROUP AVERAGE

1.6%

Average four-week return.

TREND BREADTH

85.0%

Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
KB	NYSE	-1.6%	19.4%	Active
SHG	NYSE	1.0%	18.6%	Active
WF	NYSE	4.2%	15.4%	Inactive
CIB	NYSE	7.0%	10.3%	Active
BBDO	NYSE	3.9%	10.0%	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	70/100	Trend, activity pressure, participation, and risk combine to a 70/100 tape read.	
Indicator analysis	73/100	Latest 12-week confirmation: trend 12/12, activity pressure 11/12, relative leadership 5/12.	Activity pressure 0.92; 2 reversal markers
Factors	54/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 86; Small Cap Core rank 69
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Options	37/100	SFNC shows volatility options pressure with a 57/100 conviction score, put-call volume ratio of 0.03, expected move of 6.5%, and Sharemaestro trend signal active.	Volatility · Volatility expansion watch · Expected move 6.5%
Sentiment	55/100	Weighted news tone is neutral across 59 relevant articles.	Simmons First National (SFNC) Could Be 6% Undervalued As Earnings And Buybacks Land
Insiders	16 / 4	16 acquisitions and 4 disposals in the latest 180-day insider tape.	
Earnings	78d	Next report is scheduled for 15 Oct 2026; event risk rises as the date approaches.	
Research flow	1 items	0 recent research articles and 1 Market Watch posts are available.	

Current evidence clusters

PRICE FOLLOW-THROUGH
1.0%
Latest completed week; four-week move 1.1%.

INDICATOR STACK
76/77
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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
57/100 conviction; expected move 6.5%.

NEWS SENTIMENT
55/100
59 relevant articles in the latest sentiment read.

EVENT RISK
78d
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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	23.18 USD	1.0%	20.68 USD	18.56 USD	1.52	7.73	8.7M	On
17 Jul 2026	22.95 USD	0.4%	20.53 USD	18.52 USD	1.58	4.98	10.9M	On
10 Jul 2026	22.86 USD	0.1%	20.40 USD	18.48 USD	1.52	0.14	5.1M	On
03 Jul 2026	22.84 USD	-0.4%	20.27 USD	18.43 USD	1.64	1.67	5.4M	On
26 Jun 2026	22.93 USD	4.7%	20.11 USD	18.38 USD	1.57	2.75	10.4M	On
19 Jun 2026	21.90 USD	-1.8%	19.94 USD	18.33 USD	1.19	-6.32	6.5M	On
12 Jun 2026	22.29 USD	4.3%	19.80 USD	18.29 USD	0.85	-2.32	9.6M	On
05 Jun 2026	21.37 USD	0.6%	19.64 USD	18.25 USD	0.30	-4.34	5.5M	On
29 May 2026	21.24 USD	0.5%	19.50 USD	18.22 USD	0.01	-9.40	4.7M	On
22 May 2026	21.13 USD	4.0%	19.35 USD	18.18 USD	-0.03	-7.57	4.4M	On
15 May 2026	20.31 USD	-3.6%	19.23 USD	18.14 USD	0.04	-10.39	4.5M	On
08 May 2026	21.06 USD	0.2%	19.14 USD	18.10 USD	0.28	-7.80	4.2M	On
01 May 2026	21.02 USD	1.0%	19.03 USD	18.05 USD	0.32	-3.38	5.5M	On
24 Apr 2026	20.82 USD	-2.3%	18.96 USD	18.00 USD	0.21	-3.22	7.0M	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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