LAMR · NASDAQ · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Lamar Advertising Company · Real Estate · Reit - Specialty

LATEST CLOSE

159.5 USD

-1.8% latest week

Weekly setup

Constructive, but selective

The weekly trend is active. Price is 14.6% above the Trend Line and sits at 91.2% of its 52-week range. The latest completed week returned -1.8%, after a 2.2% four-week move. The latest factor snapshot indicates quality ranks strongly versus its universe; growth is moderate; valuation is expensive relative to peers. Options positioning is bullish with 48/100 conviction, while the latest news-sentiment score is 57/100. Near-term considerations: price is close to its 52-week high; volume confirmation is below normal; earnings are due in 7d.

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 **159.5 USD** 24 Jul 2026	1W RETURN **-1.8%** latest completed week	4W RETURN **2.2%** short-term follow-through
12W RETURN **14.8%** quarterly tape	TREND BREADTH **100.0%** 52 of 52 weeks active	VOLUME RATIO **0.7x** vs 13-week average

What is working

- The trend backdrop is active with a 54-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.
- Recent volatility is running well above the one-year baseline.

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

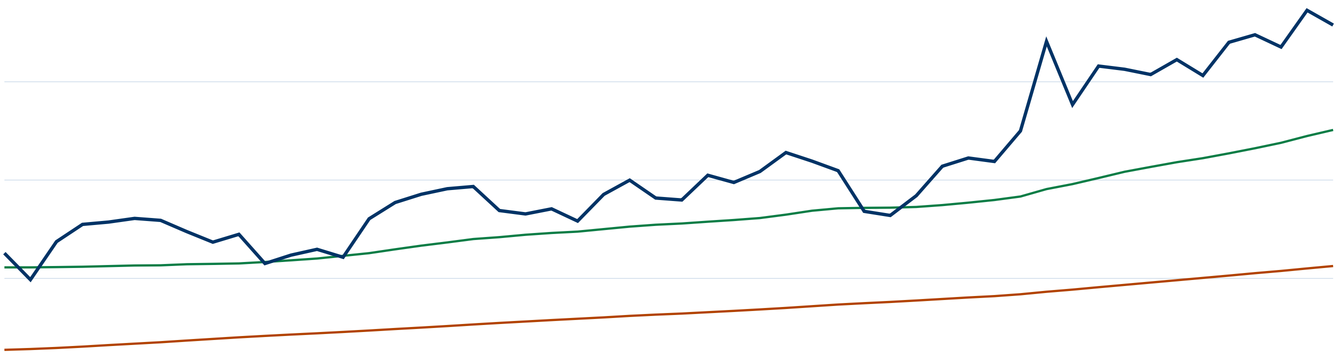
PRICE FOLLOW-THROUGH **-1.8%** Latest completed week; four-week move 2.2%.	INDICATOR STACK **100/68** Trend and activity pressure are weighted against the latest 12-week confirmation window.	TREND BACKDROP **Active** The trend backdrop defines the current weekly regime.	PATIENT CAPITAL **Quiet** Activity-pressure buy-signal status for institutional accumulation timing.
OPTIONS PRESSURE **Bullish** 48/100 conviction; expected move 7.2%.	NEWS SENTIMENT **57/100** 59 relevant articles in the latest sentiment read.	EVENT RISK **7d** Next report is scheduled for 06 Aug 2026; event risk rises as the date approaches.	

01 · PRICE ACTION

Where price is—and whether the trend supports it

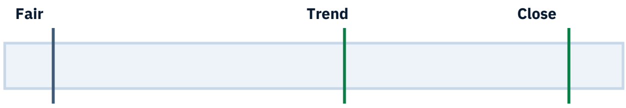
The weekly trend is active. Price is 14.6% above the Trend Line and sits at 91.2% of its 52-week range. The latest completed week returned -1.8%, after a 2.2% four-week move.

52-week price path



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

Position in the 52-week range



108.2 USD 164.4 USD

Latest close sits at 91.2% of the 52-week range.

RANGE LOCATION

91.2%

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

TREND DISTANCE

14.6%

Price premium or discount versus the weekly Trend Line.

FAIR-VALUE GAP

41.6%

Premium demand or model discount versus Sharemaestro Fair Value.

HIGH-WATER GAP

-3.0%

Distance from the latest 52-week high.

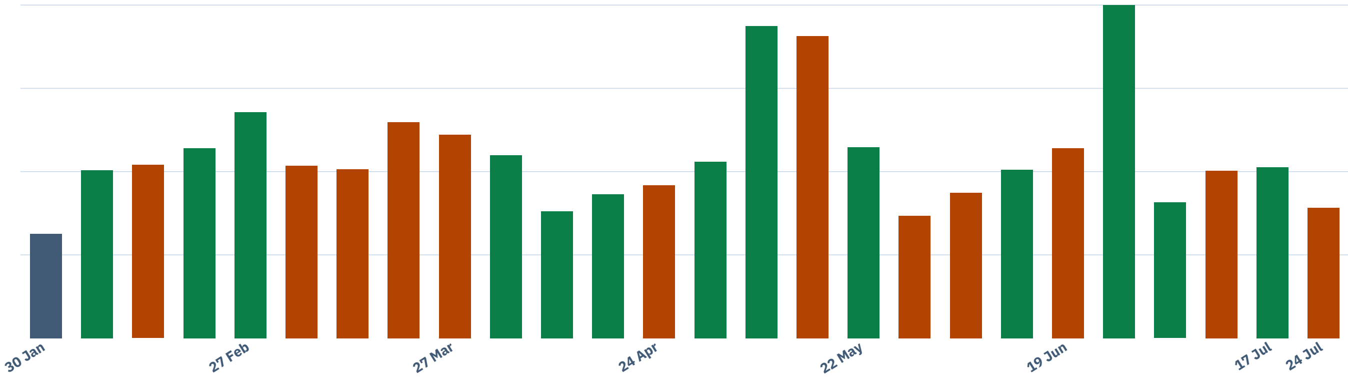
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 0.7x 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.



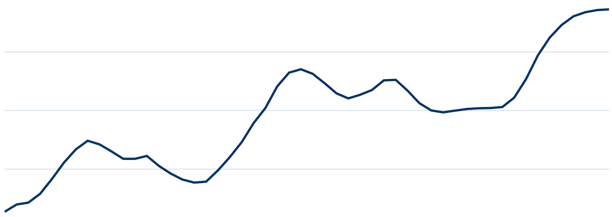
PARTICIPATION	BASELINE	ONE-YEAR BASE	LATEST WEEKLY VOLUME
0.7x	**3.1M**	**2.7M**	**2.0M**
Latest volume versus the 13-week average.	13-week average volume.	52-week average volume.	Most recent completed week.

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 0.99 · 12-week average 0.89

12-week confirmation

Signal	Read	Meaning
Trend active	12/12	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	9/12	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.99	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 2.2% over four weeks, 14.8% over 12 weeks, and 33.5% over one year. The current trend has remained active for 54 consecutive weeks.

Performance by holding period

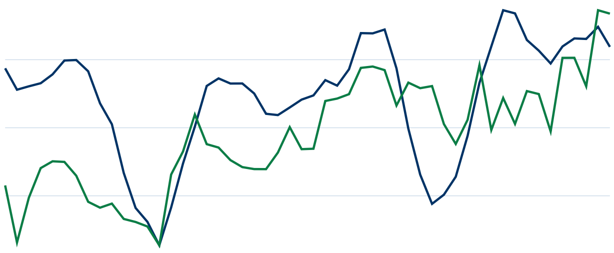
1W	-1.8%
4W	2.2%
12W	14.8%
26W	26.7%
52W	33.5%

ACTIVE TREND STREAK
54 weeks
Consecutive active weeks.

ACTIVE WEEKS
52
Latest 52 weeks.

TREND BREADTH
100.0%
Share of active weeks.

Activity pressure vs relative leadership



Blue: activity pressure · Green: relative leadership

PRESSURE
1.03
Latest activity-pressure read.

PRESSURE CHANGE
-0.3%
Four-week change in activity pressure.

LEADERSHIP
12.04
Latest relative-leadership reading.

RS CHANGE
80.2%
Four-week change in relative leadership.

Technical setup scorecard

Trend	100
Momentum	68
Activity Pressure	68
Relative Leadership	93
Next-Week Expectancy	50
Volume	28
Smart Money	67
Risk Control	75

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

The latest factor snapshot indicates quality ranks strongly versus its universe; growth is moderate; valuation is expensive relative to peers.

FACTOR WEEK
26 Jul 2026
Latest published factor snapshot.

STATEMENTS THROUGH
31 Dec 2025
Financial reporting period used.

FIELD COVERAGE
97%
Available factor fields.

MODEL CONFIDENCE
93%
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	**43/100**
Value	**8/100**
Quality	**90/100**
Momentum	**78/100**
Growth	**77/100**

Valuation

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

P/E — Price divided by trailing earnings.	**29.4x**
PRICE / SALES — Market value relative to trailing revenue.	**7.1x**
EV / EBITDA — Enterprise value relative to operating cash earnings.	**21.0x**
FREE-CASH-FLOW YIELD — Free cash flow as a share of enterprise value.	**4.8%**

Business quality

Margins and the return generated on invested capital.

GROSS MARGIN — Gross profit retained from each unit of revenue.	**31.5%**
OPERATING MARGIN — Operating profit retained from revenue.	**30.0%**
FREE-CASH-FLOW MARGIN — Free cash flow generated from revenue.	**45.1%**
RETURN ON INVESTED CAPITAL — Operating return generated on invested capital.	**11.0%**

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.	3.4%
EPS GROWTH Latest one-year earnings-per-share growth.	30.1%
FREE-CASH-FLOW GROWTH Latest one-year free-cash-flow growth.	1.5%
PIOTROSKI F-SCORE Nine-point accounting-strength checklist.	6/9

Shareholder return and balance sheet

Cash returned to owners and financial leverage.

DIVIDEND YIELD Cash dividends relative to market value.	4.1%
BUYBACK YIELD Net share repurchases relative to market value.	0.7%
SHAREHOLDER YIELD Dividend yield plus net buyback yield.	4.8%
NET DEBT / EBITDA Balance-sheet debt relative to operating cash earnings.	5.1x

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 strongly versus its universe; growth is moderate; valuation is expensive relative to peers.

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

LAMR shows bullish options pressure with a 48/100 conviction score, put-call volume ratio of 0.33, expected move of 7.2%, and Sharemaestro trend signal active.

CONVICTION	EXPECTED MOVE	PUT/CALL VOLUME
48/100	7.2%	0.33
Options signal conviction.	Nearest-chain pricing.	Contract volume balance.

Pressure	54
Speculation	41
Volatility	54
Trend agreement	42

Insider activity

10 / 4

10 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

57/100

Weighted news tone is neutral across 59 relevant articles.

26 positive · 30 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
7d
Next report is scheduled for 06 Aug 2026; event risk rises as the date approaches.

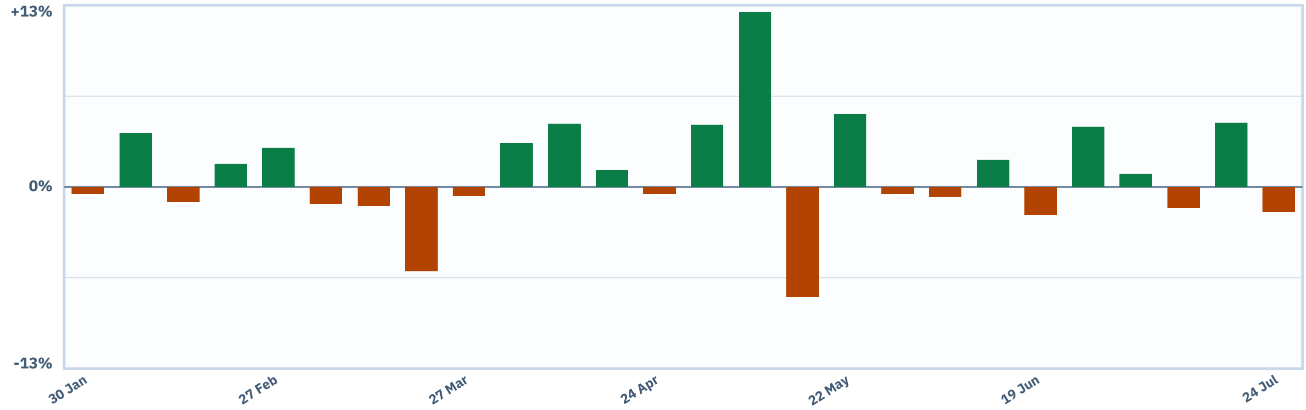
OPTIONS EXPECTED MOVE
7.2%
Nearest-chain priced movement where available.

52-WEEK DRAWDOWN
-3.0%
Distance below the 52-week high.

13-WEEK VOLATILITY
4.7%
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
13 of 26
13 weeks finished lower.

BEST WEEK
+12.5%
Week of 8 May.

WORST WEEK
-7.8%
Week of 15 May.

LATEST WEEK
-1.8%
Week of 24 Jul.

Shape of recent returns

Strong gains	6
Modest gains	7
Flat weeks	-
Modest losses	11
Sharp losses	2

RECENT VOL
4.7%
13-week weekly-return volatility.

BASE VOL
3.5%
52-week weekly-return volatility.

UP/DOWN SPLIT
28/24
Count of positive and negative weeks in the 52-week window.

AVERAGE SKEW
3.0% / -2.2%
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 · US Real Estate

4-WEEK RANK

42 / 100

Standing within the tracked group.

GROUP AVERAGE

1.4%

Average four-week return.

TREND BREADTH

66.0%

Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
REXR	NYSE	4.1%	15.0%	Inactive
SBRA	NASDAQ	11.2%	14.4%	Active
VTR	NYSE	4.6%	13.6%	Active
AHR	NYSE	0.5%	13.2%	Active
BEKE	NYSE	-8.7%	11.4%	Inactive

Industry · US Reit - Specialty

4-WEEK RANK

4 / 19

Standing within the tracked group.

GROUP AVERAGE

-2.6%

Average four-week return.

TREND BREADTH

47.4%

Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
EPR	NYSE	2.1%	7.0%	Active
LANDP	NASDAQ	1.7%	5.2%	Active
DLR	NYSE	14.5%	3.2%	Active
LAMR	NASDAQ	-1.8%	2.2%	Active
LAND	NASDAQ	-2.1%	-0.4%	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	72/100	Trend, activity pressure, participation, and risk combine to a 72/100 tape read.	
Indicator analysis	83/100	Latest 12-week confirmation: trend 12/12, activity pressure 12/12, relative leadership 9/12.	Activity pressure 0.99; 2 reversal markers
Factors	54/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 33; Small Cap Core rank 91
SVQF	24/100	Value and quality alignment from the Sharemaestro SVQF framework.	Composite rank 549.5 of 726
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Options	57/100	LAMR shows bullish options pressure with a 48/100 conviction score, put-call volume ratio of 0.33, expected move of 7.2%, and Sharemaestro trend signal active.	Bullish · Call-side pressure · Expected move 7.2%
Sentiment	57/100	Weighted news tone is neutral across 59 relevant articles.	Lamar Advertising (NASDAQ:LAMR) Reaches New 12-Month High - Still a Buy?
Insiders	10 / 4	10 acquisitions and 4 disposals in the latest 180-day insider tape.	
Earnings	7d	Next report is scheduled for 06 Aug 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH

-1.8%

Latest completed week; four-week move 2.2%.

INDICATOR STACK

100/68

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.

OPTIONS PRESSURE

Bullish

48/100 conviction; expected move 7.2%.

NEWS SENTIMENT

57/100

59 relevant articles in the latest sentiment read.

EVENT RISK

7d

Next report is scheduled for 06 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	159.5 USD	-1.8%	139.1 USD	112.6 USD	1.03	12.04	2.0M	On
17 Jul 2026	162.3 USD	4.6%	137.9 USD	112.2 USD	1.22	12.45	2.7M	On
10 Jul 2026	155.2 USD	-1.5%	136.6 USD	111.7 USD	1.10	3.23	2.6M	On
03 Jul 2026	157.6 USD	0.9%	135.5 USD	111.2 USD	1.11	6.69	2.1M	On
26 Jun 2026	156.1 USD	4.3%	134.5 USD	110.8 USD	1.03	6.68	5.2M	On
19 Jun 2026	149.7 USD	-2.0%	133.6 USD	110.3 USD	0.86	-2.23	3.0M	On
12 Jun 2026	152.7 USD	1.9%	132.8 USD	109.9 USD	0.99	2.30	2.6M	On
05 Jun 2026	149.8 USD	-0.7%	131.9 USD	109.4 USD	1.09	2.65	2.3M	On
29 May 2026	150.9 USD	-0.4%	131.0 USD	109.0 USD	1.36	-1.32	1.9M	On
22 May 2026	151.5 USD	5.2%	129.7 USD	108.5 USD	1.39	1.82	3.0M	On
15 May 2026	144.0 USD	-7.8%	128.6 USD	108.1 USD	1.03	-2.06	4.8M	On
08 May 2026	156.3 USD	12.5%	127.6 USD	107.6 USD	0.67	5.80	4.9M	On
01 May 2026	138.9 USD	4.5%	126.1 USD	107.2 USD	0.14	-0.82	2.8M	On
24 Apr 2026	132.9 USD	-0.5%	125.5 USD	106.8 USD	-0.27	-3.75	2.4M	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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