

AMS WEEKLY EQUITY REPORT

PORF Weekly Report

B.V. Delftsch Aardewerfabriek "De Porceleyne Fles Anno 1653"

PORF closed the latest completed week at 12.50 EUR. The 4-week return is 1.6% and the 12-week return is -3.5%. The trend backdrop is inactive, with activity pressure at -0.75.

Field	Value	Field	Value
Week ending	24 Jul 2026	Evidence rating	Caution
Evidence score	36	Currency	EUR
Exchange	AMS	Country	NL
Sector	Consumer Defensive	Industry	Household & Personal Products
Market cap	13.1M	Report page	Available online

OPEN 12.50 EUR weekly open	HIGH 12.50 EUR weekly high	LOW 12.50 EUR weekly low	CLOSE 12.50 EUR weekly close	VOLUME 12.0 latest week	TREND 80.8% 42 of 52 weeks active
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Company brief

B.V. Delftsch Aardewerfabriek "De Porceleyne Fles Anno 1653" designs, produces and sells Delft Blue decorative pottery and modern pottery products in the Netherlands. It also operates a real estate portfolio business. B.V. Delftsch Aardewerfabriek "De Porceleyne Fles Anno 1653" was founded in 1653 and is headquartered in Delft, the Netherlands.

EXECUTIVE READ

What matters now

Top-level conclusion, primary support, and the main restraint in the current weekly setup.

Conclusion

The strongest supporting evidence is sentiment: Weighted news tone is neutral across 0 relevant articles. The main constraint is indicator analysis: Latest 12-week confirmation: trend 4/12, activity pressure 1/12, relative leadership 1/12. The combined read is defensive, so risk control and evidence of stabilization matter more than headline upside.

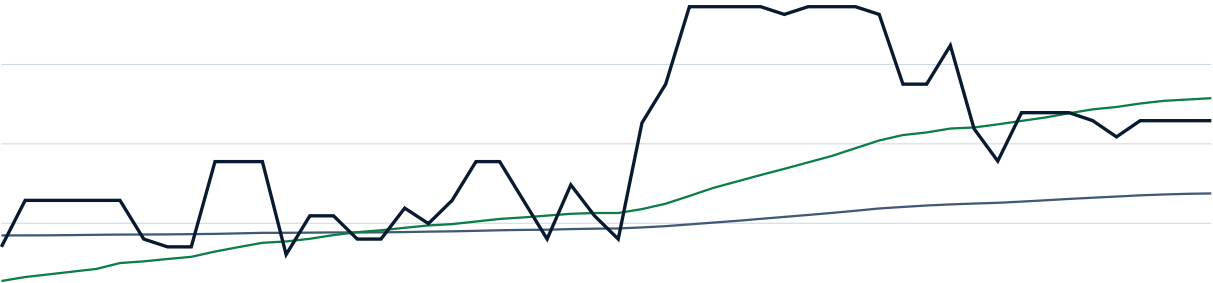
Read	Pillar	Score	Detail
Primary support	Sentiment	50/100	Weighted news tone is neutral across 0 relevant articles.
Main restraint	Indicator analysis	21/100	Latest 12-week confirmation: trend 4/12, activity pressure 1/12, relative leadership 1/12.

WEEKLY TAPE

Price, Trend Line, and Fair Value

Price path, range position, trend distance, Fair Value gap, and return windows.

52-week price path



Black: weekly close. Green: Trend Line. Grey: Fair Value.

TREND DISTANCE -2.2% price vs Trend Line	FAIR GAP 7.8% price vs Fair Value	DRAWDOWN -12.0% from 52-week high	RANGE 53.4% 52-week range	VOLUME 0.0x vs 13-week average
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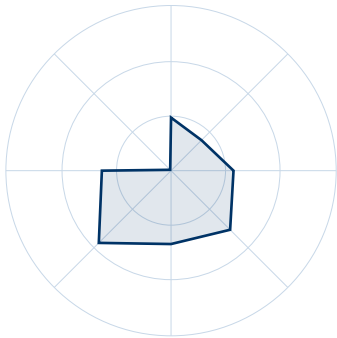
Pillar	Score	Read	Detail
1W	0.0%	Neutral	
4W	1.6%	Positive	
12W	-3.5%	Negative	
26W	10.4%	Positive	
52W	13.3%	Positive	

SETUP

Composite setup scorecard

Current setup pillars scored on the same 0-100 scale.

Composite radar



Pillar	Score	Read	Detail
Trend	44	Neutral	
Momentum	51	Neutral	
Activity Pressure	38	Neutral	
Relative Leadership	26	Negative	
Next-Week Expectancy	32	Negative	
Volume	1	Negative	
Smart Money	42	Neutral	
Risk Control	62	Neutral	

Current evidence clusters

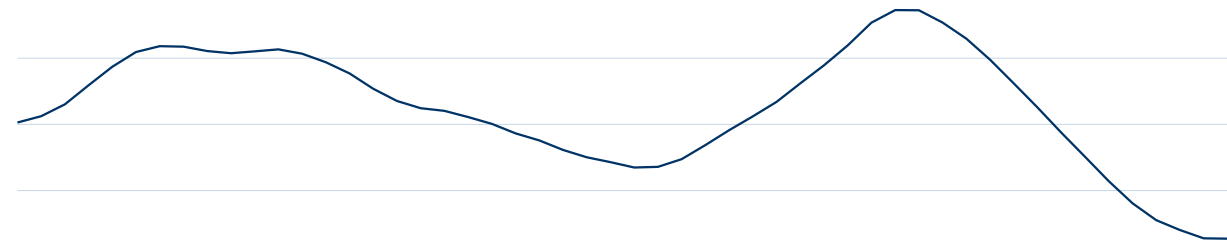
Pillar	Score	Read	Detail
Price follow-through	0.0%	Neutral	Latest completed week; four-week move 1.6%.
Indicator stack	44/38	Negative	Trend and activity pressure are weighted against the latest 12-week confirmation window.
Trend backdrop	Active	Positive	The trend backdrop defines the current weekly regime.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal status for institutional accumulation timing.
Next-Week Expectancy	Negative 35.76%	Negative	Historical one-week expectancy contributes to the evidence score when direction is confirmed.
News sentiment	50/100	Neutral	0 relevant articles in the latest sentiment read.

INDICATOR EVIDENCE

Activity pressure, trend confirmation, and next-week expectancy

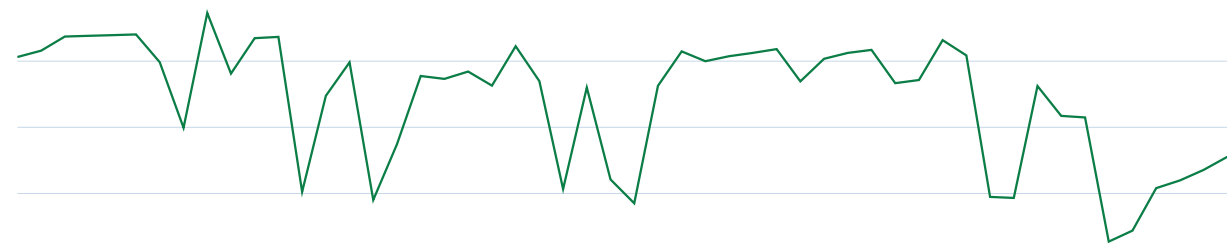
The current 12-week confirmation window, activity-pressure read, and historical one-week setup read.

Activity pressure path



Latest 0.26 | 12-week average 0.50

Next-week expectancy path



Current Negative 35.76% historical one-week setup read

Pillar	Score	Read	Detail
Trend active	4/12	Neutral	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	1/12	Negative	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	1/12	Negative	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.26	Negative	Current proprietary activity-pressure read.
Buy signals	0	Neutral	Accumulation signal count in the latest 12 weeks.
Reversal markers	2	Negative	2 reversal markers

Area	Latest read	Detail
Activity pressure	-0.75	Four-week pressure change 17.1%.
Relative leadership	-7.67	Four-week relative leadership change -11.4%.
Smart money activity	26	No recent accumulation markers. 2 reversal markers.

PARTICIPATION AND RISK

Volume, volatility, and return shape

Participation confirms attention; return shape frames the current risk profile.

Area	Latest	Baseline	Read
Volume	12	13W 692 52W 763	0.0x vs 13-week average
Volatility	3.0%	52W 3.9%	14 upside weeks / 17 downside weeks
Average move	5.1%	-3.2%	Downside breadth 32.7%

Pillar	Score	Read	Detail
Participation	0.0x	Neutral	Latest volume versus the 13-week average.
Baseline	692	Neutral	13-week average volume.
One-year base	763	Neutral	52-week average volume.
Recent vol	3.0%	Neutral	13-week weekly-return volatility.
Base vol	3.9%	Neutral	52-week weekly-return volatility.
Up/down split	14/17	Negative	Count of positive and negative weeks in the 52-week window.
Average skew	5.1% / -3.2%	Neutral	Average positive week versus average negative week.

EXTERNAL CONFIRMATION

Options, sentiment, events, insiders, and research flow

Supporting evidence that can confirm, challenge, or qualify the weekly tape.

Pillar	Score	Read	Detail
Weekly tape	36/100	Negative	Trend, activity pressure, participation, and risk combine to a 36/100 tape read.
Indicator analysis	21/100	Negative	Latest 12-week confirmation: trend 4/12, activity pressure 1/12, relative leadership 1/12.
Next-Week Expectancy	Negative 35.76%	Negative	Next-week expectancy is negative with a 35.76% historical one-week setup read.
Factors	50/100	Neutral	No published factor snapshot is available yet.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.
Sentiment	50/100	Neutral	Weighted news tone is neutral across 0 relevant articles.
Insiders	50/100	Neutral	No recent insider transaction evidence is stored.
Earnings	50/100	Neutral	No stored earnings event is currently attached to this ticker.

Evidence	Current read	Detail
Sentiment	50/100	0 relevant articles.

SECTOR CONTEXT

Sector and industry pulse

Group context helps separate stock-specific movement from broader rotation.

Group	Scope	Peers	4W rank	Trend breadth
Sector	NL Consumer Defensive	10	5 of 10	50.0%
Industry	NL Household & Personal Products	2	1 of 2	0.0%

Sector leaders

Peer	Exchange	1W	4W	Trend
HEIO	AMS	-1.1%	4.8%	On
CCEP	AMS	-0.5%	4.6%	On
HEIA	AMS	-1.2%	3.2%	On
MICC	AMS	-4.0%	2.8%	On
PORF	AMS	0.0%	1.6%	Off

Industry leaders

Peer	Exchange	1W	4W	Trend
PORF	AMS	0.0%	1.6%	Off
UNA	AMS	-2.4%	0.5%	Off

ACTIONABLE READ

Opportunities, risks, and watch points

Evidence clusters to monitor as the next weekly bar develops.

Opportunity signals

- Price is above Fair Value, showing premium demand versus the model.
- Latest weekly return ranks in the strongest part of its sector group.

Risk signals

- 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.
- Activity pressure is negative, which weakens the current setup.
- Next-week expectancy is negative at 35.76% based on similar historical setup states.
- Activity pressure is weak, so confirmation is not yet broad enough.

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.

EVIDENCE TRAIL

Recent completed weeks

Recent weekly bars behind the report.

Week	Close	Move	Trend	Activity	Volume
24 Jul	12.50 EUR	0.0%	Off	-0.75	12
17 Jul	12.50 EUR	0.0%	Off	-0.79	15
10 Jul	12.50 EUR	0.0%	Off	-0.82	40
03 Jul	12.50 EUR	1.6%	Off	-0.86	920
26 Jun	12.30 EUR	-1.6%	Off	-0.91	305
19 Jun	12.50 EUR	-0.8%	Off	-0.93	5
12 Jun	12.60 EUR	0.0%	Off	-0.88	8
05 Jun	12.60 EUR	0.0%	Off	-0.78	850
29 May	12.60 EUR	5.0%	On	-0.55	239
22 May	12.00 EUR	-3.2%	On	-0.32	2.5K

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