AMS WEEKLY EQUITY REPORT

HAVAS Weekly Report

Havas N.V.

HAVAS closed the latest completed week at 18.70 EUR. The 4-week return is 10.7% and the 12-week return is 21.4%. The trend backdrop is active, with activity pressure at 1.24.

Field	Value	Field	Value
Week ending	24 Jul 2026	Evidence rating	Positive
Evidence score	66	Currency	EUR
Exchange	AMS	Country	NL
Sector	Communication Services	Industry	Advertising Agencies
Market cap	1.7B	Report page	Available online

OPEN	HIGH	LOW	CLOSE	VOLUME	TREND
18.90 EUR	20.10 EUR	18.00 EUR	18.70 EUR	528.2K	82.7%
weekly open	weekly high	weekly low	weekly close	latest week	43 of 52 weeks active

Company brief

Havas N.V. provides communications and marketing services in France, the United Kingdom, rest of Europe, North America, Latin America, the Asia-Pacific, and Africa. The company offers a range of creative services, such as advertising, brand strategy, business transformation, and digital and social media solutions, as well as public relations and events. It...

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 indicator analysis: Latest 12-week confirmation: trend 12/12, activity pressure 10/12, relative leadership 12/12. The main constraint is patient capital: Activity-pressure buy-signal evidence highlights potential institutional accumulation windows. The combined read is constructive, but confirmation should still come from follow-through in price, volume, and group structure.

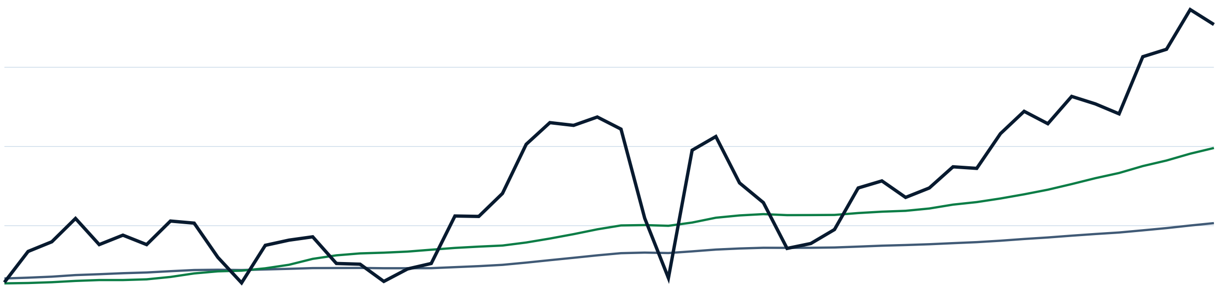
Read	Pillar	Score	Detail
Primary support	Indicator analysis	79/100	Latest 12-week confirmation: trend 12/12, activity pressure 10/12, relative leadership 12/12.
Main restraint	Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.

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	FAIR GAP	DRAWDOWN	RANGE	VOLUME
15.4%	27.2%	-7.0%	82.3%	1.5x
price vs Trend Line	price vs Fair Value	from 52-week high	52-week range	vs 13-week average

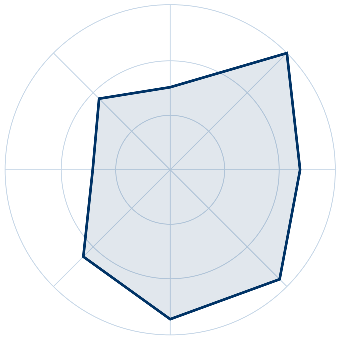
Pillar	Score	Read	Detail
1W	-1.6%	Negative	
4W	10.7%	Positive	
12W	21.4%	Positive	
26W	11.1%	Positive	
52W	31.5%	Positive	

SETUP

Composite setup scorecard

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

Composite radar



Pillar	Score	Read	Detail
Trend	90	Positive	
Momentum	94	Positive	
Activity Pressure	79	Positive	
Relative Leadership	100	Positive	
Next-Week Expectancy	50	Neutral	
Volume	61	Neutral	
Smart Money	47	Neutral	
Risk Control	74	Positive	

Current evidence clusters

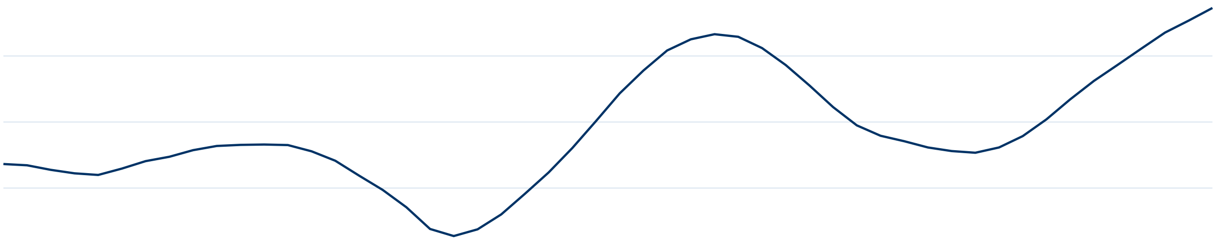
Pillar	Score	Read	Detail
Price follow-through	-1.6%	Negative	Latest completed week; four-week move 10.7%.
Indicator stack	90/79	Positive	Trend and activity pressure are weighted against the latest 12-week confirmation window.
Trend backdrop	Active	Positive	The trend backdrop defines the current weekly regime.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal status for institutional accumulation timing.
News sentiment	53/100	Neutral	24 relevant articles in the latest sentiment read.

INDICATOR EVIDENCE

Activity pressure, trend confirmation, and next-week expectancy

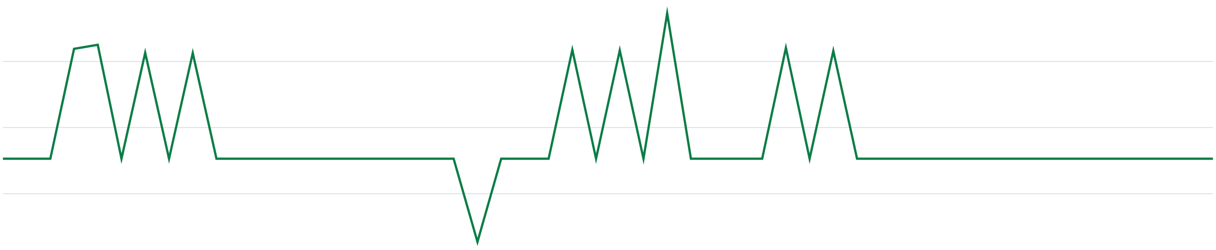
The current 12-week confirmation window, activity-pressure read, and historical one-week setup read.

Activity pressure path



Latest 0.93 | 12-week average 0.71

Next-week expectancy path



Current Undecided 51.09% historical one-week setup read

Pillar	Score	Read	Detail
Trend active	12/12	Positive	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	10/12	Positive	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	12/12	Positive	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.93	Positive	Current proprietary activity-pressure read.
Buy signals	0	Neutral	Accumulation signal count in the latest 12 weeks.
Reversal markers	4	Negative	4 reversal markers

Area	Latest read	Detail
Activity pressure	1.24	Four-week pressure change 80.3%.
Relative leadership	9.79	Four-week relative leadership change 257.3%.
Smart money activity	2	No recent accumulation markers. 4 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	528.2K	13W 364.3K | 52W 565.3K	1.5x vs 13-week average
Volatility	2.6%	52W 4.5%	29 upside weeks / 23 downside weeks
Average move	3.5%	-2.9%	Downside breadth 44.2%

Pillar	Score	Read	Detail
Participation	1.5x	Neutral	Latest volume versus the 13-week average.
Baseline	364.3K	Neutral	13-week average volume.
One-year base	565.3K	Neutral	52-week average volume.
Recent vol	2.6%	Neutral	13-week weekly-return volatility.
Base vol	4.5%	Neutral	52-week weekly-return volatility.
Up/down split	29/23	Positive	Count of positive and negative weeks in the 52-week window.
Average skew	3.5% / -2.9%	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	73/100	Positive	Trend, activity pressure, participation, and risk combine to a 73/100 tape read.
Indicator analysis	79/100	Positive	Latest 12-week confirmation: trend 12/12, activity pressure 10/12, relative leadership 12/12.
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	53/100	Neutral	Weighted news tone is neutral across 24 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	53/100	24 relevant articles. Havas strengthens its position in the Netherlands with the acquisition of SportVibes

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 Communication Services	6	1 of 6	33.3%
Industry	NL Advertising Agencies	1	1 of 1	100.0%

Sector leaders

Peer	Exchange	1W	4W	Trend
HAVAS	AMS	-1.6%	10.7%	On
BNJ	AMS	0.7%	1.9%	On
UMG	AMS	0.7%	0.3%	Off
AZRN	AMS	0.0%	0.0%	Off
AJAX	AMS	0.2%	-0.9%	Off

Industry leaders

Peer	Exchange	1W	4W	Trend
HAVAS	AMS	-1.6%	10.7%	On

ACTIONABLE READ

Opportunities, risks, and watch points

Evidence clusters to monitor as the next weekly bar develops.

Opportunity signals

- The trend backdrop is active with a 15-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.
- Activity pressure is constructive, supporting the smart-money activity read.

Risk signals

- 4 reversal markers appear in the recent smart-money tape.
- Latest weekly return ranks in the weaker part of its sector group.

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	18.70 EUR	-1.6%	On	1.24	528.2K
17 Jul	19.00 EUR	4.4%	On	1.17	448.4K
10 Jul	18.20 EUR	0.8%	On	1.03	431.2K
03 Jul	18.05 EUR	6.8%	On	0.91	393.7K
26 Jun	16.90 EUR	-1.2%	On	0.69	338.4K
19 Jun	17.10 EUR	-0.9%	On	0.70	125.1K
12 Jun	17.25 EUR	3.3%	On	0.69	66.6K
05 Jun	16.70 EUR	-1.5%	On	0.54	71.8K
29 May	16.95 EUR	2.7%	On	0.39	985.2K
22 May	16.50 EUR	4.4%	On	0.01	356.8K

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