



MARAKI FINANCE WEEKLY · SECTION 7

Company Spotlight

Winners, Losers, and a Lesson About Expectations

Week ending 11 September 2026

Five companies rose more than 4% this week; five fell more than 12%. Together the lists say more about **expectations** than about performance.

THE WEEK'S WINNERS

COMPANY	WEEK	WHY IT MOVED
Lumentum	+9.02%	AI and data-centre optical infrastructure
Hewlett Packard Enterprise	+7.15%	AI infrastructure demand
TKO Group	+5.89%	Entertainment and media strength
Edison International	+4.95%	Utility strength
Ciena	+4.24%	Networking and data-centre demand

ARTIFICIAL INTELLIGENCE IS NO LONGER ONLY ONE COMPANY

AI → chips → servers → networking → fibre and optics → electricity → cooling → data centres.

Three of this week's five best performers sit in the middle of that chain, not at the famous end of it. Investors are working down the supply chain looking for the next beneficiary — the obvious company is rarely the only one exposed to a theme.

THE WEEK'S LOSERS

COMPANY	WEEK	WHAT HAPPENED
CooperCompanies	-22.98%	Revenue disappointed; full-year outlook cut
Casey's General Stores	-16.46%	Beat on earnings and revenue — and still fell
FactSet	-14.00%	Guidance below expectations
PTC	-12.55%	Software demand concerns
Amgen	-12.48%	Pipeline and pricing pressure

THE CASEY'S PARADOX

A company can report good results and watch its shares fall the same morning.

Casey's beat on both earnings and revenue. Investors looked past both to weaker same-store trends, and sold. The market does not trade on what a company earned last quarter. It trades on what it expects next year — and the price already held the good news. The number that moves a share price is the gap between the result and the expectation — not the result itself.

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Weekly moves are as of the close on Friday 11 September 2026. · Nothing here is personalised investment advice.