Harte Hanks Inc.

HHS

Nasdaq; other; SIC 7331, Services-Direct Mail Advertising Services; CIK 0000045919

E

weakest fifth of 334 graded peers in other

rank 300 of 334; percentile 89.8; sampling error 2.7 points; lower is stronger

A B C D E

E, the bear



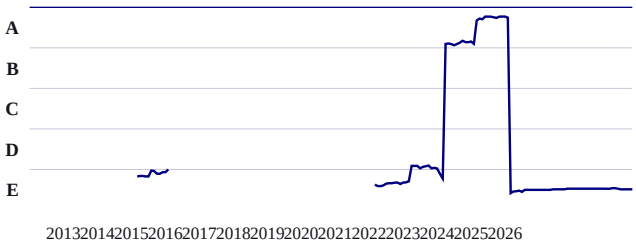
Scoreboard	
Profitability	E percentile 84.4
Solvency	A/B percentile 20.7
Growth and financing	E percentile 83.2
Reliability	0.83 AUC filers with $12.5M to $120M assets; 95% interval 0.79 to 0.86; 201 events, 2020 to 2025
Peer failure rate	1.07% a year Item 1.03 bankruptcies, same asset band, 2012 to 2025
Size band	$12.5M to $120M assets total assets $91.8M
Standard universe	inside revenue above $1M and assets above $10M
Warnings	none triggered; fortress balance sheet not computable: distress
Inputs computable	7 of 14
Graded from	filings received through Mar 17, 2026 234 days before the rescan; latest periodic filing 10-Q received Aug 14, 2026
Last close	$3.99 2026-11-05; market equity $29.7M; no price enters the letter

Share price, twelve months to the rescan



Split-adjusted close. Each lollipop is a rescan and carries the letter held then.

Letter at every rescan, 2012 to 2026



Sector percentile at each rescan, stronger toward the top; facts filed by each date only.

Business, in the company's words

opening of Item 1 of the 10-K received Mar 17, 2026

Harte Hanks, Inc., together with its subsidiaries ("Harte Hanks," "Company," "we," "our," or "us") is a global Business Experience Outsourcing company. We operate at the intersection of data, marketing , sales, customer care, fulfillment, and logistics integrating front office revenue growth and customer experience operations with back office execution to deliver measurable business outcomes. With offices in North America, Asia-Pacific and Europe, we serve leading global brands enabling them to design, activate and optimize the full customer and product lifecycle. We are the successor to a newspaper business started by Houston Harte and Bernard Hanks in Texas in the early 1920s.

The fourteen inputs

lower percentile is stronger; sleeves and inputs within a sleeve carry equal weight

Input	Value	Peer median	Percentile, 0 to 100	Pct	Peers	Period end
Profitability, sleeve percentile 84.4						
Gross profitability	not computable	27.1%				
one or more required annual facts are missing						

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Return on invested capital	not computable	10.0%				
average invested capital must exceed $1,000,000						
Accruals ratio	1.0%	(5.8%)	84.4	502	2025-12-31	
Gross margin stability, five years	not computable	2.2 pts				
five annual gross margins are required; found 0						
Solvency, sleeve percentile 20.7						
Twelve-month failure probability	not computable	0.04%				
latest liabilities, cash plus short-term investments, book equity, and shares are required						
Altman Z double-prime	30.38	2.06	0.8	388	2025-12-31	
Net debt to EBITDA	not computable	2.51x				
latest aligned inputs end 2021-12-31; latest annual assets end 2025-12-31						
Interest coverage	not computable	2.45x				
latest aligned inputs end 2014-12-31; latest annual assets end 2025-12-31						
Current ratio	1.54x	1.33x	40.6	508	2025-12-31	
Growth and financing, sleeve percentile 83.2						
Revenue growth, three-year compound	(8.2%)	5.1%	86.8	396	2025-12-31	
Free cash flow growth, three-year compound	not computable	8.9%				
current FCF must be positive and base FCF must exceed $100,000						
Reinvestment rate	(1,300.5%)	11.9%	98.4	190	2025-12-31	
Asset growth, three years	(8.5%)	4.1%	86.3	431	2025-12-31	
Net share issuance, one year	0.8%	(0.5%)	61.4	351	2026-02-27	

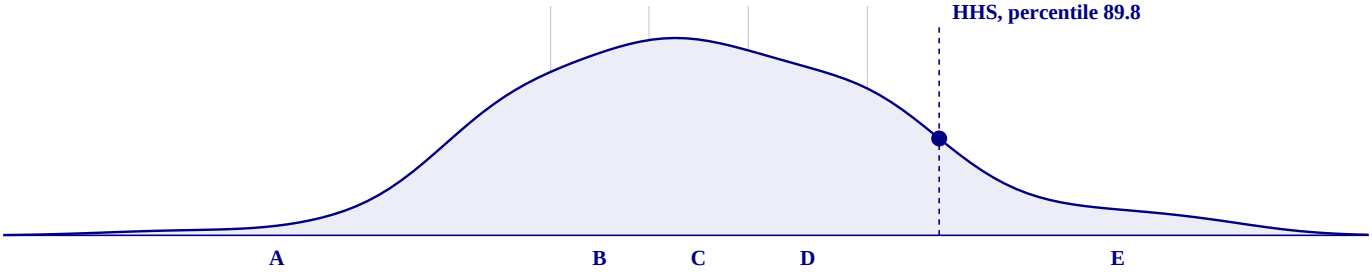
Warnings

1 of 7 checks triggered; none of them enters the letter

Check	Measured
Fortress balance sheet	cash minus debt is 6,911,000 USD; Altman Z is not used

Among 334 peers

other; letters are fifths of this list



Composite score of every graded peer, smoothed; vertical rules are the letter band edges; stronger to the left.

Rank	Company	Percentile	Letter	Warnings
295	Comscore, Inc. (SCOR)	88.3	E	dilution
296	Plains ALL American Pipeline L.P. (PAA)	88.6	E	
297	Fidelity National Information Services, Inc. (FIS)	88.9	E	
298	AMN Healthcare Services Inc. (AMN)	89.2	E	
299	Thryv Holdings, Inc. (THRY)	89.5	E	
300	Harte Hanks Inc. (HHS)	89.8	E	fortress balance sheet
301	Ivanhoe Electric Inc. (IE)	90.1	E	
302	Inuvo, Inc. (INUV)	90.4	E	short runway
303	Matrix Service Co. (MTRX)	90.7	E	
304	Pamt Corp. (PAMT)	91.0	E	
305	Katapult Holdings, Inc. (KPLT)	91.3	E	

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What the price implies

at the 2026-11-05 close; none of these enters the grade

Measure	Value	Peer median	Percentile
Twelve-month price change, skipping the latest month	46.3%	(0.6%)	83
Distance from 52-week high	(13.8%)	(24.6%)	68
EBIT to enterprise value	1.3%	4.4%	23
Free cash flow yield	(15.0%)	4.1%	11
Book value to price	0.51	0.35	67
Sales to price	5.34	0.71	92
Composite equity issuance, five years	not computable	(8.8%)	
Relative strength against the sector, log excess return	0.26	(0.13)	83

Diagnostics

shown on every report; none enters the grade

Measure	Value
Piotroski F-score None of 9, period end 2025-12-31	
Return on assets above zero	fail
Operating cash flow above zero	fail
Return on assets improved	pass
Operating cash flow exceeds net income	fail
Long-term leverage fell	fail
Current ratio improved	pass
No new shares issued	fail
Gross margin improved	fail
Asset turnover improved	pass
Cash, filings, liquidity	
Cash and equivalents	$5.2M
Operating cash flow, four quarters	$1.3M
Months of runway	not finite
Days since last periodic filing	84 (10-Q received Aug 14, 2026)
Median daily dollar volume, 63 sessions	$216,962

Sources

every fact behind the inputs; each row links to its filing index on sec.gov

#	Concept	XBRL tag	Value	Period end	Received	Form	Accession
1	operating income	us-gaap:OperatingIncomeLoss	$7.6M	2021-12-31	2023-03-31	10-K	23-008877
2	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeInc...	$16.3M	2021-12-31	2023-03-31	10-K	23-008877
3	income tax	us-gaap:IncomeTaxExpenseBenefit	$1.3M	2021-12-31	2023-03-31	10-K	23-008877
4	total debt	us-gaap:LongTermDebt	$5.0M	2021-12-31	2022-03-21	10-K	22-006846
5	book equity	us-gaap:StockholdersEquity	-$24.7M	2021-12-31	2024-04-01	10-K	24-000014
6	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	$11.9M	2021-12-31	2023-03-31	10-K	23-008877
7	total debt	us-gaap:LongTermDebt	$27.1M	2020-12-31	2022-03-21	10-K	22-006846
8	book equity	us-gaap:StockholdersEquity	-$53.1M	2020-12-31	2023-03-31	10-K	23-008877
9	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	$29.4M	2020-12-31	2022-03-21	10-K	22-006846
10	net income	us-gaap:NetIncomeLoss	-$811,000	2025-12-31	2026-03-17	10-K	26-018894
11	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	-$1.7M	2025-12-31	2026-03-17	10-K	26-018894
12	assets	us-gaap:Assets	$91.8M	2025-12-31	2026-03-17	10-K	26-018894
13	assets	us-gaap:Assets	$101.8M	2024-12-31	2026-03-17	10-K	26-018894
14	current assets	us-gaap:AssetsCurrent	$46.3M	2025-12-31	2026-03-17	10-K	26-018894
15	current liabilities	us-gaap:LiabilitiesCurrent	$30.2M	2025-12-31	2026-03-17	10-K	26-018894
16	retained earnings	us-gaap:RetainedEarningsAccumulatedDeficit	$813.8M	2025-12-31	2026-03-17	10-K	26-018894
17	operating income	us-gaap:OperatingIncomeLoss	$386,000	2025-12-31	2026-03-17	10-K	26-018894
18	book equity	us-gaap:StockholdersEquity	$20.5M	2025-12-31	2026-03-17	10-K	26-018894

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19	liabilities	us-gaap:Liabilities	$71.3M	2025-12-31	2026-03-17	10-K	26-018894
20	depreciation amortization	us-gaap:DepreciationDepletionAndAmortization	$2.6M	2021-12-31	2023-03-31	10-K	23-008877
21	operating income	us-gaap:OperatingIncomeLoss	$25.3M	2014-12-31	2017-06-16	10-K	17-000006
22	interest expense	us-gaap:InterestExpense	$2.8M	2014-12-31	2015-03-05	10-K	15-017174
23	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$159.6M	2025-12-31	2026-03-17	10-K	26-018894
24	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$185.2M	2024-12-31	2026-03-17	10-K	26-018894
25	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$191.5M	2023-12-31	2025-03-17	10-K	25-000008
26	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$206.3M	2022-12-31	2024-04-01	10-K	24-000014
27	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$2.8M	2025-12-31	2026-03-17	10-K	26-018894
28	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	-$3.0M	2024-12-31	2026-03-17	10-K	26-018894
29	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$3.7M	2024-12-31	2026-03-17	10-K	26-018894
30	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$10.5M	2023-12-31	2025-03-17	10-K	25-000008
31	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$2.8M	2023-12-31	2025-03-17	10-K	25-000008
32	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$28.8M	2022-12-31	2024-04-01	10-K	24-000014
33	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$5.8M	2022-12-31	2024-04-01	10-K	24-000014
34	depreciation amortization	us-gaap:DepreciationDepletionAndAmortization	$4.5M	2025-12-31	2026-03-17	10-K	26-018894
35	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeInc...	-$1.0M	2025-12-31	2026-03-17	10-K	26-018894
36	income tax	us-gaap:IncomeTaxExpenseBenefit	-$197,000	2025-12-31	2026-03-17	10-K	26-018894
37	current assets	us-gaap:AssetsCurrent	$53.6M	2024-12-31	2026-03-17	10-K	26-018894
38	current liabilities	us-gaap:LiabilitiesCurrent	$35.1M	2024-12-31	2026-03-17	10-K	26-018894
39	assets	us-gaap:Assets	$122.8M	2023-12-31	2025-03-17	10-K	25-000008
40	assets	us-gaap:Assets	$120.0M	2022-12-31	2024-04-01	10-K	24-000014
41	shares outstanding	dei:EntityCommonStockSharesOutstanding	7,414,794	2026-02-27	2026-03-17	10-K	26-018894
42	shares outstanding	dei:EntityCommonStockSharesOutstanding	7,357,450	2025-02-28	2025-03-17	10-K	25-000008

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