Oasis Home Holding Berhad (OHM)

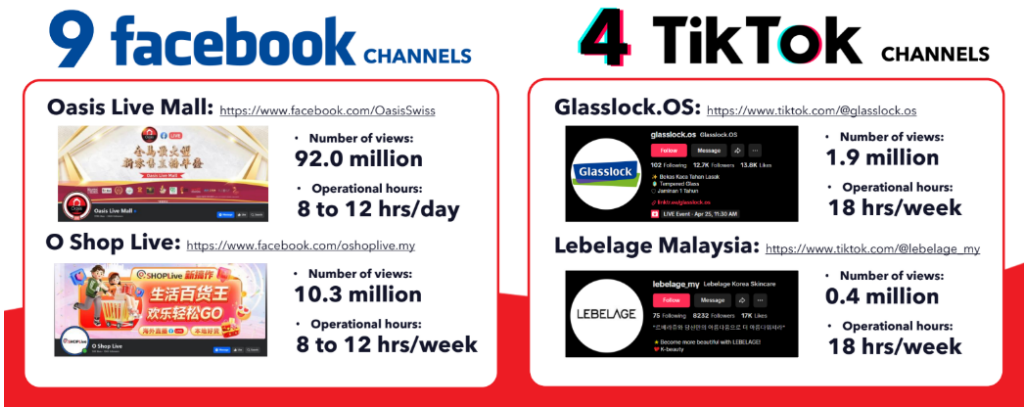
From Screen to Home in One Click

- **Oasis Home Berhad is a Malaysia-based company involved in the marketing and sale of consumer lifestyle products, including (i) home and living, (ii) beauty and personal care, and (iii) wellness products, through online and offline channels such as live commerce, its mobile app and website, e-commerce marketplaces, and physical touchpoints, including product experience centres and mobile showroom.**
- **We project 3-year earnings CAGR of 19.2%, with core PAT anticipated to reach RM11.1m-RM13.6m over the next three years. This growth is underpinned by (i) the set-up of 5 new livestream channels, (ii) additional 10-12 livestreaming rooms in the new HQ, and also (iii) workforce expansion for live-hosts and backend support during upcoming livestreams.**
- **We assign a fair value of RM0.42 per share for OHM, indicating a 50.0% upside from the IPO price of RM0.28. This valuation is based on a P/E multiple of 18.0x pegged to mid-FY26f EPS of 2.35 sen. The premium of 7.1%-20% against the consumer sector historical P/E and forward P/E of 15.0-16.8x reflects OHM's unique live commerce exposure and market adaptability.**

Investment highlights

First live commerce company to be listed on Bursa Malaysia. The group is the first live commerce company to be listed on the local stock exchange, with more than 75% of its FY24 revenue generated from the live commerce segment. Audiences can interact during live commerce sessions by asking questions, leaving comments, and purchasing products in real time. The group operates a total of 13 live commerce channels across Facebook and TikTok, achieving approximately 164.3 million collective views over the past six months up to the LPD.

Fig #1 OHM's live commerce channels



Source: Oasis Home Holding Berhad

Strong online presence. The group leverages an omni-channel marketing strategy that integrates online platforms such as Facebook, TikTok, and Instagram with offline retail touchpoints. As of the LPD, the group has accumulated over 667,000 Facebook followers, 26,000 TikTok followers, and 3,000 Instagram followers.

Wide range of SKU products. The group currently markets approximately 5,228 SKUs across home and living, beauty, personal care, wellness, and other lifestyle categories. Between FY22 and FY24, Oasis Home launched between 492 to 1,120 new SKUs annually, ensuring product relevancy and alignment with consumer trends.

IPO Note – Not rated

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Non-Rated

Share price	**RM0.28**
Target price	**RM0.42**
Previous TP	**-**
Capital upside	50.0%
Dividend return	2.0%
Total return	52.0%

Company profile

Started since 2011, Oasis Home Holding Berhad primarily specialises in the marketing and sale of consumer lifestyle products, including home and living, beauty and personal care, and wellness products through both online and offline channels.

Stock information

Bursa Code	0357
Bloomberg ticker	OHM MK
Listing market	ACE
Share issued (m)	500.0
Market Cap (m)	140.0
Shariah compliant	YES
MITI allocation	YES

Major shareholders **%**

Datuk Teoh Yee Seang	35.1
Oasis Management Team Sdn Bhd	25.2

Earnings snapshot

FYE (Jun)	FY24	FY25f	FY26f
PATMI (m)	8.0	11.1	12.4
EPS (sen)	1.6	2.2	2.5
P/E (x)	17.4	12.6	11.3

Timetable of IPO

Opening of application	25 April
Closing of application	9 May
Balloting of application	16 May
Allotment of the IPO shares	23 May
Listing on the ACE market	28 May

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Fig #2 OHM's in-house and third-party SKUs



Source: Oasis Home Holding Berhad

Strong brand equity through in-house product lines. The group markets approximately 2,233 SKUs under its in-house brands including Chefology, Doshio, and Oasis. These proprietary products enable the group to control design, quality, and pricing, while also reducing reliance on third-party suppliers.

Quality commitment and after-sales support. The group places strong emphasis on product quality and customer satisfaction by ensuring all third-party products meet certain certification standards prior to sale. For in-house branded items, the group conducts due diligence on OEM partners to ensure compliance with design and quality specifications. Moreover, the group also provides after-sales support and customer service.

Investing in live commerce channel expansion. The group plans to expand its live commerce footprint by launching at least 5 new live commerce channels on Facebook and TikTok. These new channels will focus on high-demand product categories such as wellness, fashion accessories, and travel essentials. To support this, the group aims to hire up to 53 additional personnel and allocate dedicated live streaming rooms at its upcoming HQ. A total of RM13.7m (48.9% of IPO proceeds) will be allocated for the expansions.

Development of a new headquarters. Oasis Home is allocating RM2.0m (7.1% of IPO proceeds) to develop a 3-storey detached industrial building in Puchong, Selangor, to serve as its New HQ. Spanning 25,956 sq. ft., the facility will include 10–12 live streaming rooms to facilitate the group's growing live commerce activities. Earthworks had already started and operations of the new HQ is expected to commence on 4Q26.

Establishment of in-house fulfilment centre to reduce operational costs. The group has acquired a 2-storey property with a 14,364 sq. ft. built-up area in the NCT Smart Industrial Park, Selangor, to setup its own fulfilment centre. The facility will support internal logistics, inventory management, and reduce reliance on third-party fulfilment providers. Renovation, fit-out works, and warehouse system upgrades will be funded through IPO proceeds, with RM3.6m allocated for it.

E-commerce gaining traction in Southeast Asia. E-commerce in Southeast Asia is experiencing rapid expansion, with sales from live commerce surging from USD0.3bn in 2018 to USD26.4bn in 2024, representing a remarkable CAGR of 110.9%. With Southeast Asia's young, digital-savvy population, rising broadband and mobile

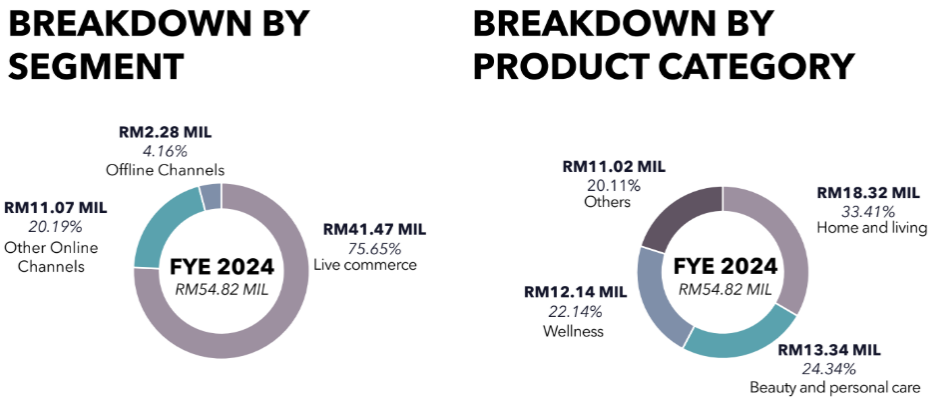
penetration, and also increasing adoption of digital payments, the region is well-positioned for continued e-commerce acceleration. This will allow the group to continue ride on the trend, especially as live commerce sales in the region are projected to reach USD76.6bn by 2027.

Rising disposable income and population growth to support long-term demand. Malaysia and Singapore have recorded steady increases in both income and population, with Malaysia's gross national income per capita recording a grow from RM41,647 in 2017 to an estimated RM54,894 in 2024, while Singapore's personal disposable income rose from SGD232.6bn to SGD348.1bn in the same period. These positive macroeconomic trends are expected to drive continued demand for the group's consumer lifestyle products in the years ahead.

Company background

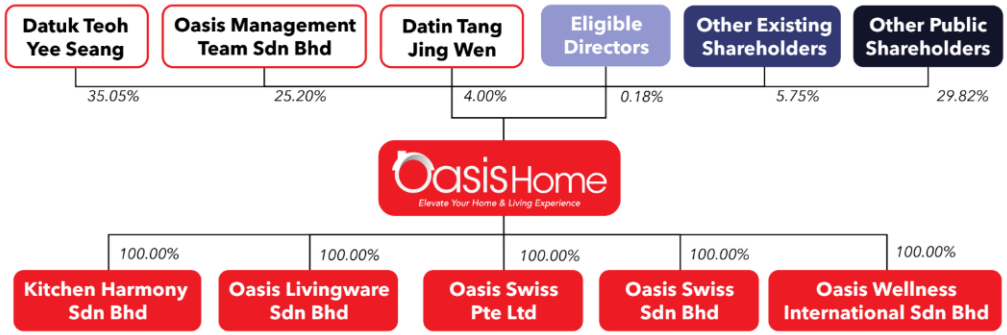
Oasis Home Berhad is a consumer lifestyle product company leveraging an omni-channel strategy across (i) live commerce, (ii) its proprietary app and website, (iii) major e-commerce platforms, and (iv) offline touchpoints like product experience centres and mobile showrooms. Focused on home & living, beauty, and wellness segments, the group offers both in-house and third-party products sourced locally and internationally. Its two main segments—Direct-to-Consumer (D2C) and Business-to-Business (B2B)—enable it to serve both individual consumers and corporate clients, with live selling being a key differentiator among its competitors. Customers are primarily based in Malaysia and Singapore, with some regional presence in Indonesia and Brunei.

Fig #3 Revenue of each business segments and product categories



Source: Oasis Home Holding Berhad

Fig #4 Post-IPO shareholding structure



Source: Oasis Home Holding Berhad

Fig #5 Corporate milestones

Year	Milestones
2011-2014	• Incorporation of wholly-owned subsidiary Oasis Swiss Sdn Bhd ("Oasis Swiss") • Primarily involved in the marketing and selling of home & living products as corporate gifts, incentives, and/or promotional items to corporate customers • In 2014, the group extended its sales channel to departmental stores, placing home and living products on a consignment basis at outlets of major departmental stores in Malaysia.
2019	• Set up its first live commerce channel on Facebook. • Progressively began to cease marketing and selling home and living products through departmental stores.
2020	• Set up a mobile application and website, namely Oasis Home. • Introduced a loyalty and reward programme.
2022	• Ventured into wellness and personal care
2023	• Set up product experience centres and began operating a mobile showroom.

Source: M+ Research, Oasis Home Holding Berhad

Fig #6 Utilisation of proceeds

Use of proceeds	RM'm	%	Estimated time frame
Expansion of live commerce sales channel	13.7	48.9	Within 18 months
Set-up of own fulfilment centre	3.6	12.9	Within 24 months
Working capital	4.3	15.4	Within 12 months
Set-up of New HQ	2.0	7.1	Within 18 months
Estimated listing expenses	4.4	15.7	Within 3 months
Total	28.0	100.0	

Source: Oasis Home Holding Berhad

Business overview

(i) Direct-to-Consumer (D2C) Segment (97.7% of FY24 revenue)

The group employs an omni-channel strategy under its D2C segments, including:

Online Channels:

- **Live commerce:** Conducted on Facebook and TikTok, these interactive sessions allow real-time product demonstrations, customer engagement, and immediate purchases. Sessions are hosted by an in-house team and occasionally streamed on-site at supplier locations for added transparency and content variety.
- **Oasis Home mobile app & website:** A proprietary e-commerce platform offering product browsing, purchasing, and a loyalty program with Member and Affiliate tiers. Affiliates can earn bonuses through referrals and sales milestones.
- **Third-party marketplaces & digital marketing:** Products are listed on Lazada, Shopee, and TikTok Shop. Additionally, targeted social media ads drive traffic to Oasis Home's platforms, handled by a dedicated marketing team.

Offline Channels:

- **Product experience centres:** Located in Kuala Lumpur and Johor Bahru, these centres allow customers to sample, purchase, collect, or return products, and also host product demos.
- **Mobile showroom:** A roving display vehicle equipped for live demos, often showcased at events across Peninsular Malaysia.
- **Warehouse sales:** Held at the company's headquarters, offering discounted

products to walk-in customers.

(ii) Business-to-Business (B2B) Segment (2.3% of FY24 revenue)
This segment focuses on corporate clients through two main components:

- **Product sales:** Products are sold to corporate customers including distributors, retailers and manufacturers for resale or use as corporate gifts and promotional items.
- **Marketing services:** Oasis Home offers live commerce marketing services to product owners and suppliers, featuring their products during livestream sessions. The company charges a hosting fee and earns a pre-agreed margin on product sales.

Fig #7 Principal business activities and services provided



Source: Oasis Home Holding Berhad

Financials

Revenue highlights. The group reported a RM14.9m or 37.2% YoY growth in revenue, increasing from RM40.0m in FY23 to RM54.8m in FY24. This increase was primarily driven by higher sales from the live commerce segment, which rose by RM16.6m or 66.7%, following the expansion of the group's live broadcast channels from 2 to 3. Sales from third-party e-commerce marketplaces and digital marketing also grew significantly, increasing by RM3.4m or a whopping 531.8%—from RM0.6m in FY23 to RM4.0m in FY24—driven by an expansion in active SKUs from 2,075 to 4,880. Sales from corporate customers rose from RM1.1m in FY23 to RM1.2m in FY24 due to higher order volume. However, the overall increase in revenue was partially offset by a decline in sales from the mobile application and website segment, which fell from RM11.7m in FY23 to RM7.1m in FY24. Offline sales also declined from RM1.7m in FY23 to RM1.0m in FY24, as the group only held one warehouse sale during the year compared to three in the previous year.

Earnings forecasts. Moving forward, we project a 3-year earnings CAGR of 19.2%, with core PATMI expected to reach RM11.1m, RM12.4m, and RM13.6m over the next three years, largely supported by (i) the set-up of 5 new livestream channels, (ii) additional 10-12 livestreaming rooms in the new HQ, and also (iii) workforce expansion for live-hosts and backend support during upcoming livestreams.

Fig #8 Financial Highlights

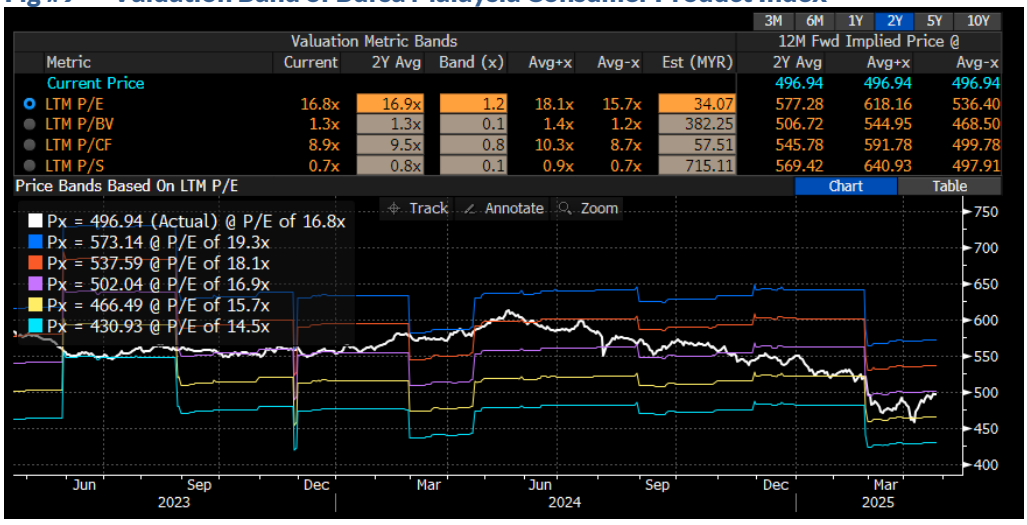
FYE Jun (RM m)	FY23	FY24	FY25f	FY26f	FY27f
Revenue	40.0	54.8	72.1	81.1	91.0
EBITDA	8.1	12.5	16.2	18.6	20.7
EBIT	7.2	11.4	15.0	16.9	18.4
PBT	6.8	11.1	14.7	16.4	18.0
PAT	4.9	8.1	11.1	12.5	13.7
PATMI – Core	4.7	8.0	11.1	12.4	13.6
PATMI – Reported	4.8	8.0	11.1	12.4	13.6
% change YoY – Core PATMI	-11%	70%	38%	12%	9%
Core EPS (sen)	0.9	1.6	2.2	2.5	2.7
P/E (x)	29.6	17.4	12.6	11.3	10.3
DPS (sen)	0.1	0.5	0.7	0.7	0.8
Yield (%)	0%	2%	2%	3%	3%
BVPS (RM/share)	0.0	0.1	0.1	0.1	0.2
P/B (x)	5.8	4.7	2.2	1.9	1.7
ROE (%)	22%	30%	24%	18%	18%
Net Gearing (%)	CASH	CASH	CASH	CASH	CASH

M+ Research

Valuations

We assign a fair value of RM0.42 per share for OHM, representing a 50.0% upside from its IPO price of RM0.28. This valuation is based on a P/E ratio of 18.0x, pegged to the mid-FY26F EPS of 2.35 sen. While this valuation carries a 7.1-20% premium over the Bursa Malaysia Consumer Products Index—which is trading at an average P/E of 16.8x and a forward P/E of 15.0x—we believe the premium is justified as OHM offers a unique exposure to the live commerce segment, a model that is highly adaptable to changing market conditions.

Fig #9 Valuation Band of Bursa Malaysia Consumer Product Index



Source: Bloomberg

Investment risks

Reliance on brand reputation and product quality. The group's success is closely tied to the strength of its "Oasis" brand, built over the past 14 years. Negative publicity from defective products, unmet consumer expectations, or sensitive social and environmental issues could harm the brand and affect customer trust. Despite sourcing from OEMs and third-party suppliers, the group may still face liability or reputational damage from product-related issues.

Need to respond to changing consumer preferences. The group's performance depends on its ability to accurately forecast and respond to evolving customer needs. Failing to offer trending products through the right channels or manage inventory effectively may result in missed sales opportunities and slower growth.

Dependence on third-party live commerce platforms. The group's live commerce operations rely on third-party platforms like Facebook and TikTok. Any disruptions, changes in terms, or suspension of accounts could impact sales and require time to recover or transition to alternative platforms.

Dependence on Executive Directors and key senior management. The group relies on the expertise and industry relationships of its Executive Directors and key senior management for business operations and strategy. Any loss of these individuals could disrupt operations and impact growth prospects.

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Stock recommendation guide	
BUY	The share price is expected to appreciate more than 10% over the next 12 months
HOLD	The stock price is expected to range between -10% and +10% over the next 12 months
SELL	The share price is expected to fall more than 10% over the next 12 months
TRADING BUY	The share price is projected to rise more than 10% over the next three (3) months due to an ongoing or impending corporate development. The stock price is also expected to be volatile over the next three months
TRADING SELL	The stock price is expected to fall more than 10% over the next three months due to an ongoing or impending corporate developments. The stock price is also expected to be volatile over the next three months
NOT RATED	No recommendation is assigned