Oasis Home Holding Berhad (OHM)

Leveraging Exclusive FIFA World Cup 2026



TradingView

Loui Low Ley Yee
loulow@msec.com.my
(603) 2201 2100

Oasis Home Holding Berhad

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.

Technical Data

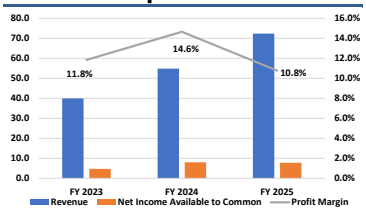
Price	0.320
R1	0.37
R2	0.36
S1	0.285
S2	0.30

M+ Research， Bloomberg

Technical Outlook

OHM rebounded from the support zone. In view of the recent rebound, we believe the share price could extend the buying support towards next target resistance along RM0.36-0.37 as the MACD has climbed nearer towards the zero level. However, the support zone will be envisaged along RM0.285-0.30, while any breakdown below this level would invalidate the setup.

Financial Snapshot



M+ Research, Bloomberg

Trading Catalysts

- **Appointed as the exclusive online distributor for FIFA World Cup 2026 merchandise.** This appointment enables Malaysian fans to purchase authentic FIFA merchandise, complete with official holograms and serial numbers, through OHM's online platforms, including TikTok Shop and its official website. The exclusivity is expected to contribute positively to OHM's revenue growth over the next few quarters.

- **Strategic Joint Ventures in Wellness Segment.** OHM has been actively forming joint ventures to expand into the fast-growing wellness market by partner with CTG JV Malaysia to market and sell wellness products via omni-channel and live commerce platforms.

- **Another JV that opens up the Singapore market.** Oasis Home Holding Bhd has partnered with SGGMY Services Pte Ltd to establish a Singaporean joint venture, Oasis Alliance (S) Pte Ltd. Holding a 60% stake, Oasis Home aims to expand its wellness products through TikTok, livestreaming, and e-commerce channels.

Peer Comparison

Company Name	Ticker	Price (RM)	Market Cap (RM'm)	P/E (x)	Forward P/E (x)	ROE (%)	NP Margin (%)	RSI	ST Trend
OASIS HOME HOLDING BHD	**OHM**	**0.320**	**160.0**	**20.5x**	**-**	**12.1**	**10.8**	**Positive bias**	**Down**
FOODIE MEDIA BHD	FOODIE	0.360	319.7	38.1x	-	15.8	25.2	Negative bias	Down
SBS NEXUS BHD	SBS	0.135	66.2	6.8x	-	53.5	19.7	Oversold	Down
Avg ex-OASIS HOME HOLDING BHD			**192.9**	**22.4x**	**-**	**34.7**	**22.4**		

Source: Bloomberg, M+ Global Research

JOIN OUR OFFICIAL TELEGRAM
TO GET THE LATEST MARKET UPDATES
M+Global By Malacca Securities

Disclaimer

Research analyst(s) of MSSB whom produced this report hereby certifies that the views expressed in this report accurately reflect his/her personal opinions about all of the subject corporation(s) and securities in this report. He/She does not carry out, whether for himself/herself or on behalf of MSSB or any other persons did not receive and will not receive any compensation that is directly or indirectly related or linked to the recommendations or views expressed in this report or to any sales, trading, dealing or corporate finance advisory services or transaction in respect of the securities in this report. As of the report date, the analyst whom prepared this report does not have any interest in the following securities covered in this report, unless otherwise stated.

As of **Thursday, 19 Mar, 2026**, the analyst(s), Loui Low Ley Yee, whose name(s) appears on the front page, who prepared this report, has interest in the following securities covered in this report:
(a) nil.