IPO FACTSHEET

OASIS HOME HOLDING BERHAD

ACE MARKET | 28 MAY 2025 | CONSUMER PRODUCTS & SERVICES I SHARIAH-COMPLIANT

IPO STATISTICS

IPO Price (RM)	0.28
Fund Raised (RM Million)	28.00 from new issue 14.00 from offer for sale **TOTAL: 42.00**
Enlarged issued share capital upon listing (million shares)	500.00
IPO Market Capitalisation (RM million)	140.00
Price Earnings Ratio (PER)	17.39 (based on FYE2024 PATAMI) 11.24x (based on FPE2025 annualised PATAMI)

Use of Proceed (RM28.00 million from new issue)

Proceed Utilisation	**RM million**
Business expansion	
- Live commerce sales channel	*13.70*
- Set-up of own fulfilment centre	*3.60*
- Set up of new HQ	*2.00*
Working Capital	**4.30**
Estimated listing expenses	**4.40**
Total	**28.00**

FYE – Financial year ended/ending 30 June; FPE – 5-month financial period ended/ending 30 November; LPD – 26 March 2025, being the latest practicable date

BUSINESS OVERVIEW

Business Activities

Oasis Home Holding Berhad is an omni-channel consumer lifestyle products marketer and seller, primarily involved in the marketing and selling, with live commerce and mobile application as well as websites as main sales channels. The Group also market and sell through other e-commerce marketplaces and digital marketing as well as retail sales.

The Group has two business segments categorised by customer groups, namely individual customers under **D2C segment** and corporate customers under **B2B segment**.

Mobile showroom

1) D2C segment

Online sales channels including:

- **Live commerce channels** on Facebook and TikTok host sessions through livestream videos that allow for real-time product showcasing and audience engagement. As at the LPD, the Group operates 13 live commerce channels, each with a specific product or content focus.
- **Mobile application and website namely Oasis Home** as its own e-commerce marketplace for purchasing products, which includes a loyalty and reward program. The Group also uses affiliate marketing.
- **Third-party e-commerce marketplaces** such as Lazada, Shopee and TikTok Shop as well as **digital marketing** through targeted advertisement services on social media platforms.

Illustration of mobile application - Oasis Home

Offline sales channels including:

- **Two product experience centres of** each in Kuala Lumpur and Johor. The setup is to showcase products, allow sampling, host discussions, act as retail outlets, self-collection points, and customer support centres for repairs and replacements.
- **Owns a mobile showroom** equipped with a kitchen and display shelf for live demonstrations and product showcases. The showroom is stationed at events and mobilised across Peninsular Malaysia to create awareness of the brand and product range.
- **Hold warehouse sales** at headquarters ("HQ") for discounted walk-in purchases.

2) B2B segment

- **Sale of products to corporate customers** for resale to their customers or for the use as corporate gifts, incentives, or promotional items.
- **Provision of marketing services to corporate customers** through the Group's live commerce channels, with hosts demonstrating the products alongside the supplier representatives. The Group will charge a marketing service fee based on host presentation hours and earn a predetermined margin on products sold, as agreed with suppliers.

Business Model

Principal activity	Marketing and selling of consumer lifestyle products	
Business segment	**D2C segment**	**B2B segment**
	Online sales channels Live commerce channels Mobile application and website namely Oasis Home Third-party e-commerce marketplaces and digital marketing channel **Offline sales channels** Product experience centres Mobile showroom Warehouse sales	Sale of our range of products to corporate customers for their onward sale to their customers or for their use as corporate gifts, incentives and/or promotional items Provision of marketing services to corporate customers to market their products on our live commerce channels
Customer segment	Individual customers comprising: • Live commerce customers • Members • Affiliates • Walk-in customers	• Corporate customers
Markets	Malaysia, Singapore, and other countries*	

Products

- The Group sells a wide range of consumer lifestyle products, focusing on home and living, beauty and personal care, and wellness items.
- The Group offers both in-house and third-party products.
- As at LPD, the Group has approximately 5,228 Stock Keeping Units ("SKUs"), including 2,233 in-house brands and 2,995 third-party brands.
- As at LPD, the Group holds 36 registered trademarks in Southeast Asia, Japan, and Switzerland.

Home and living products such as stovetop cookware, household appliances, cleaning detergent products, etc


Beauty products such as skincare, mud-based scrubs, face masks, etc


Personal care products such as feminine hygiene products, negative ion products, etc

Wellness products such as functional beverage, capsules, energy bar, etc


Other products such as home fitness equipment, travel accessories, pearl fashion accessories, etc

Competitive Strengths

- **Excels in marketing and selling, adapting swiftly to market needs and trends** by transitioning from departmental stores to live commerce, mobile apps, and websites, adopting online-to-offline strategy and omni-channel approach.
- **Utilises omni-channel marketing strategy** through online and offline sales channels. Since the launching of its first live commerce channel on Facebook in 2019, the Group has a strong follower base to secure new customers and grow sales, having accumulated over 667,000, 3,000 and 26,000 followers on Facebook, Instagram, and TikTok, respectively. As at LPD, the Group has 2,447 active Members and 1,033 active affiliates.
- **Offers wide range of products** with approximately 5,228 SKUs across home and living, beauty and personal care, wellness, and other products. Annually, 492 to 1,120 new SKUs are launched.
- **Offers 22 in-house brands** with approximately 2,233 SKUs of home and living, wellness and personal care products, as well as other products. This allows for unique branding and control over functionality, quality, shape, and design to meet market needs and trends.
- **Commits to providing quality products and reliable customer service and after-sales support** to maintain positive relationships with individual and corporate customers. Undergoes necessary certifications and endorsements such as SIRIM, Certification Body, National Pharmaceutical Regulatory Agency and internal due diligence.
- **Experienced management team**, led by Chief Executive Officer ("CEO") Datuk Teoh Yee Seang, with 20 years of experience in marketing and selling consumer lifestyle products, particularly home and living products, supported by Chief Operating Officer ("COO") Datin Tang Jing Wen, who has 15 years of experience in sales and marketing. Head of Finance Ch'ng Woan Chyng brings over 15 years of expertise in accounting and auditing, while Purchasing Manager Tan Siow Shan has over 10 years of experience in sales and purchasing.

Location of Operations

Location	Operational Facilities and Usage
Puchong, Selangor	**Headquarters and customer service centre** - Research and development and sourcing of new products, marketing and sales activities, finance and administrative, warehousing and customer service and after-sales support.
Bukit Jalil, Kuala Lumpur	**Office** - Marketing and sales office **Product experience centre and customer service centre** - Allows for physical viewing and experience its products by individual customers, and act as a retail outlet, self-collection centre and customer service and after-sales support.
Johor Bahru, Johor	**Product experience centre and customer service centre** - Allows for physical viewing and experience its products by individual customers, and act as a retail outlet, self-collection centre and customer service and after-sales support.
Kuching, Sarawak	**Customer service centre** - For customer service and after-sales support.

GROWTH STRATEGIES AND FUTURE PLANS

Establish more live commerce channels to grow sales

- The Group intends to set up in total at least five additional live commerce channels on Facebook and TikTok, expand workforce by hiring up to 53 new personnel which comprises of live hosts and backend support personnel, as well as set up additional 10 to 12 live streaming rooms for live commerce sessions. As at LPD, the Group has five designated live streaming rooms at its current HQ,
- The total cost is estimated at RM13.70 million and will be funded via the IPO proceeds.

Expand range of consumer lifestyle products and grow existing business segments and sales channels

- The Group plans to continue sourcing and/or developing products that meet market needs, preferences and trends. The Group has launched four new wellness products during FYE2025 and intend to launch up to five additional new wellness products by the end of FYE2025.
- The total allocated fund for the development of these products is RM0.58 million, which will be financed by internally generated funds.

Set up new HQ for future growth in business operations

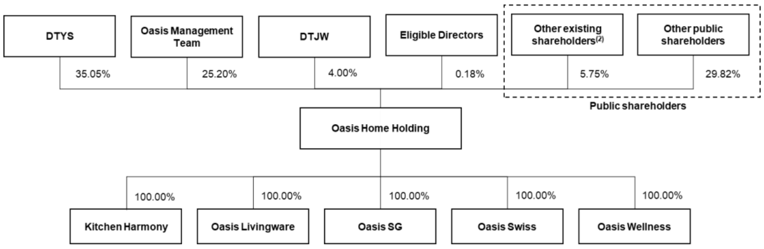
- The Group intends to set up a new 3-storey detached HQ with a built-up area of 14,507 sq. ft. to support its business operations future growth, including the expansion of live commerce sales channel.
- To be constructed on a leasehold industrial land with a size of 25,956 sq. ft. in the District of Sepang, which was acquired in 2020.
- Upon relocating to its new HQ, the Group plans to rent out its current HQ building.
- The total cost for the new HQ construction is expected at RM4.40 million, which will be funded via a combination of bank borrowings and internally generated funds. The interior renovation and fit-out expenses in relation to the setting-up of the new HQ is estimated to be RM2.00 million, which will be funded from the IPO proceeds.

Set up in-house fulfilment centre to improve efficiency and margins

- The Group intends to set up its own fulfilment centre for in-house fulfilment process, as well as for inventory storage and management.
- This would enable the Group to enjoy cost savings by reducing or eliminating the fulfilment charges from third parties. Currently, the Group engages two third-party fulfilment service providers. From FYE2022 to FPE2025, fulfilment charges constituted 8.08% to 14.53% of the Group's total cost of sales.
- The Group acquired a leasehold land in the NCT Smart Industrial Park, Sepang, Selangor, for RM8.30 million. The property will have a built-up area of 14,364 sq. ft.
- The Group also plans to recruit up to 15 additional warehousing personnel to handle warehousing and packaging of products, which will be funded via internally generated funds.
- The total cost is estimated at RM3.60 million and will be funded through proceeds from the IPO Issue.

GROUP STRUCTURE. PROMOTERS & SUBSTANTIAL SHAREHOLDERS

Group Structure upon Listing



Subsidiary	Principal Activities
Kitchen Harmony	General trading of kitchen and household items
Oasis Livingware	Activity of holding companies - primarily to hold the Group's real properties
Oasis SG	Retail sale of clothing for adults, household and kitchenware
Oasis Swiss	Retail sales, e-commerce, direct sales or marketing, importer, exporter, distributor, wholesaler of kitchenware, cookware, houseware, household, kitchen product & equipment and related products
Oasis Wellness	Export and import of perfumeries, cosmetics, soap and toiletries; other service activities; other retail sale in non-specialised stores

Promoter/ Substantial Shareholder	Nationality / Country of Incorporation	Designation	Shareholding after IPO (%) Direct[2]	Indirect[2]
Datuk Teoh Yee Seang [1] [4]	Malaysian	Promoter and substantial shareholder. Non-Independent Executive Director / Chief Executive Officer	35.05	25.20 [3]
Datin Tang Jing Wen [1] [4]	Malaysian	Promoter and substantial shareholder. Non-Independent Executive Director / Chief Operating Officer	4.00	-
Oasis Management Team Sdn Bhd [1]	Malaysia	Substantial shareholder	25.20	-

[1] *In accordance with Rule 3.19(1) of the ACE Market Listing Requirements, a moratorium will be imposed on the sale, transfer or assignment of shares to the entire shareholdings for a period of 6 months from the date of admission to the ACE Market, and hold an aggregated shareholding amounting to at least 45% for another 6 months, and may sell, transfer or assign up to a maximum of 1/3 per annum (on a straight-line basis) upon expiry of the second 6-month moratorium.*

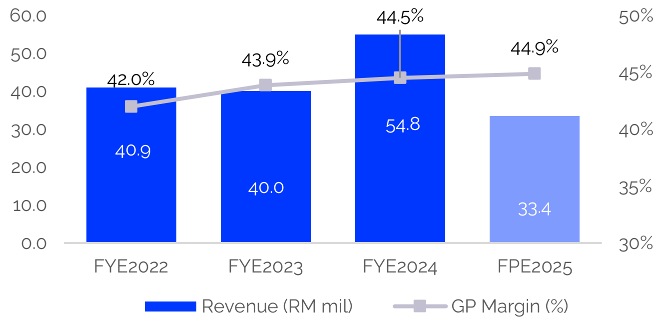
[2] *Based on the enlarged issued shares of 500,000,000 Shares upon the Listing.*

[3] *Deemed interested by virtue of his shareholdings in Oasis Management Team.*

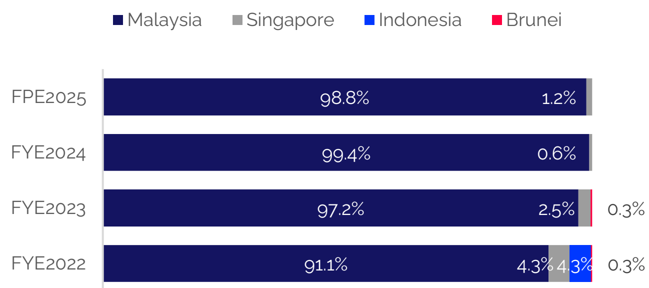
[4] *Datuk Teoh Yee Seang is the spouse of Datin Tang Jing Wen.*

FINANCIAL PERFORMANCE

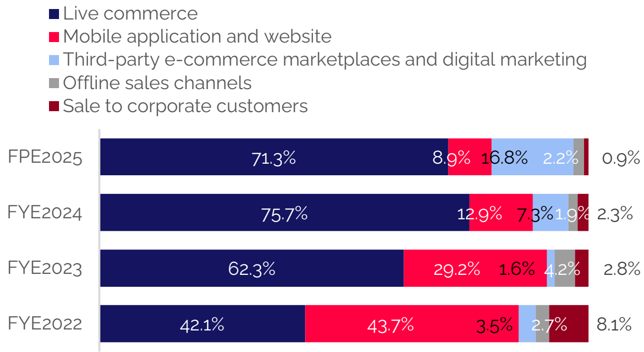
Revenue and GP Margin



Revenue Breakdown by Geographical Location

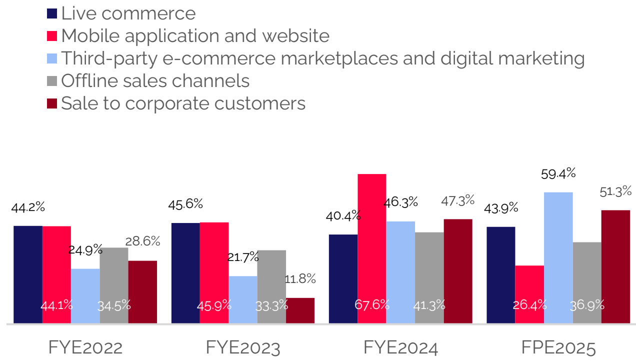


Revenue Breakdown by Business Segment and Sales Channels

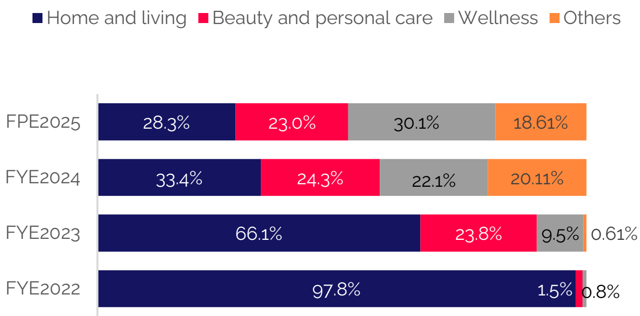


The Group's revenue was mainly generated from its ***D2C segment****, comprising (1) Live commerce, (2) Mobile application and website, (3) Third-party e-commerce marketplaces and digital marketing, and (4) Offline sales channels. Separately, Sale to corporate customers is categorised as* ***B2B segment****. Throughout the period from FYE2022 to FPE2025, 91.90% to 99.08% of revenue were generated from the D2C segment.*

GP Margin by Product

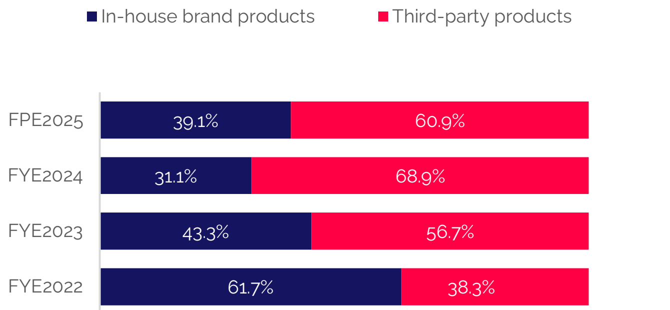


Revenue Breakdown by Product Category



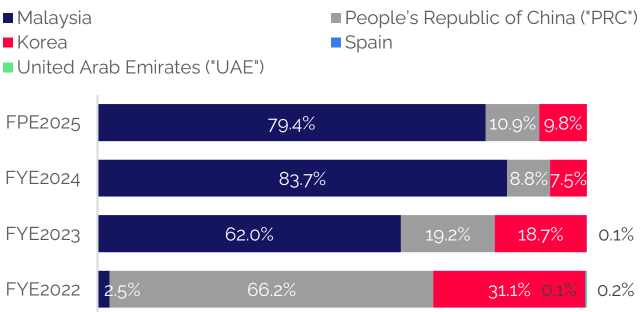
Others mainly comprising home fitness products, third-party products such as apparels and fashion accessories.

Revenue Breakdown by in-house brand and third-party brand



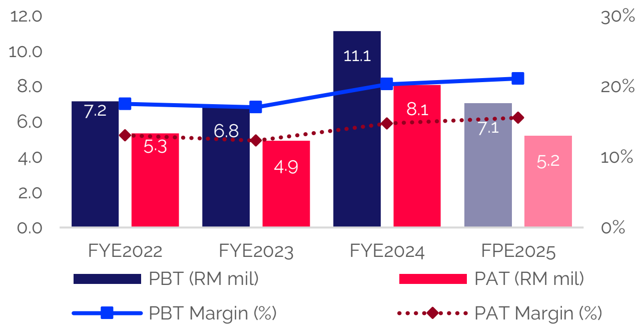
In FYE2024, ***higher contribution from third-party products*** *was mainly due to higher sales of beauty and personal care products, wellness products and other products (mainly apparels and fashion accessories) while* ***lower contribution from in-house brand products*** *was mainly due to lower sales from Doshio brand of products classified under home and living products as the Group shifted its product focus towards beauty and personal care products, wellness products and other products.*

Cost of Goods Sold Breakdown by Geographical Location



In FYE2023, increase in purchases from local trading houses due to their comprehensive services in sourcing for products. Lower purchase from PRC as the Group discontinued certain in-house brand home and living products procured from PRC and able to source locally.

Profit and Margin



Key Financial Ratios

	FYE2022	FYE2023	FYE2024	FPE2025
Average trade receivable turnover period (days)	6	3	1	2
Average trade payable turnover period (days)	13	18	13	11
Inventory turnover (days)	126	176	108	64
Current ratio (times)	5.18	4.79	3.58	3.89
Gearing ratio (times)	0.64	0.54	0.43	0.49

In FPE2025, inventory turnover days decreased to 64 days (FYE2024: 108 days) due to higher turnover of beauty and personal care and wellness products as well as other products (apparels and fashion accessories) during FPE2025, coupled with higher pre-order sales.

Cash Flow Statement

RM'mil	FYE2022	FYE2023	FYE2024	FPE2025
Opening cash balance	7.04	9.79	14.86	19.34
Net operating cash flow	3.76	7.71	10.97	3.10
Net investing cash flow	(0.94)	(1.10)	(2.61)	(0.26)
Net financing cash flow	(0.10)	(1.62)	(3.90)	(1.76)
Exchange rate effect	0.02	0.08	0.01	(0.07)
Closing cash balance	9.79	14.86	19.34	20.35

In FPE2025, lower net cash from operating activities was mainly due to increased inventories for year-end sales, higher deposits to suppliers, increased trade payables, fewer pre-order products pending delivery, and income tax payments.

Net Gain / Loss on Foreign Exchange

The Group undertakes forward currency contracts to hedge its exposure against fluctuations in foreign currencies for the purchases of its products.

RM'000	FYE2022	FYE2023	FYE2024	FPE2025
Net unrealised foreign currency exchange gain/ (loss)	16	48	6	(75)
Net realised foreign currency exchange (loss)/ gain	25	34	17	(78)
Net (loss)/gain on foreign exchange	**41**	**82**	**23**	**(153)**

Dividend Policy

The Group targets a payout ratio of at least 30% of net profit attributable to the owners of the Company for each financial year on a consolidated basis after considering working capital, maintenance capital and committed capital requirements of the Group. Dividend declared and paid in the past financial years are as follow:

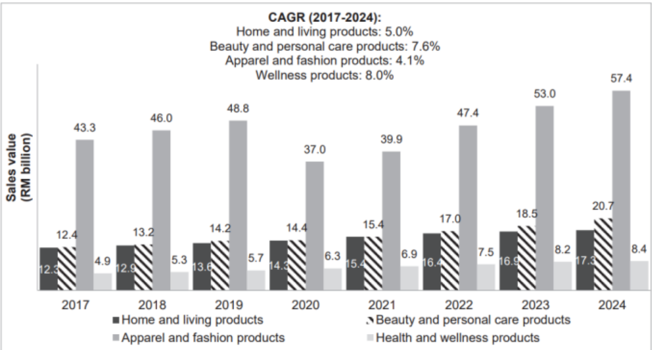
RM'000	FYE2022	FYE2023	FYE2024	FPE2025	1 Dec 2024 - LPD
Dividends declared (RM'000)	-	640	2,320	1,180	3,000
Dividends paid (RM'000)	-	640	2,320	1,180	3,000
Dividend payout ratio (%)	-	13.54	28.91	22.72	-

The Group did not prepare any financial statements from 1 December 2024 up to the LPD, hence there is no dividend payout ratio for the period.

INDUSTRY DYNAMICS AND MARKET SHARE

Extracted from the Independent Market Research (IMR) report prepared by Providence Strategic Partners Sdn Bhd

Consumer lifestyle products sales value in Malaysia

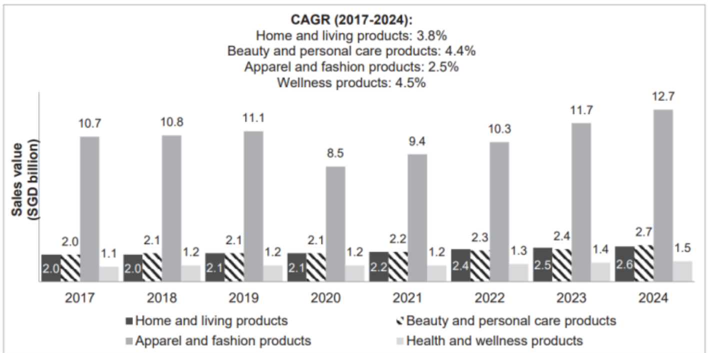


The talent development solution market in Malaysia is expected to further grow from RM16.0 billion in 2023 to RM34.7 billion in 2027 at a CAGR of 21.4%

- The sales value in Malaysia is forecast to grow at the following CAGR between 2025 and 2027: home and living products at 4.6%, beauty and personal care products at 6.2%, apparel and fashion products at 4.7%, and wellness products at 6.4%.
- In 2024, Oasis Home Holding Berhad commanded a 0.05% market share of the consumer lifestyle products market in Malaysia.

Source: Euromonitor & IMR report

Consumer lifestyle products sales value in Singapore

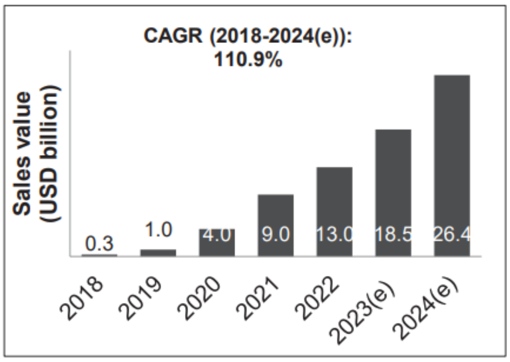


Both the labour force and the number of employed individuals in Malaysia grew at a CAGR of 2.2% from 2019 to 2024.

- The sales value in Singapore is forecast to grow at the following CAGR between 2025 and 2027: home and living products at 3.6%, beauty and personal care products at 5.2%, apparel and fashion products at 3.0%, and wellness products at 6.5%

Source: Euromonitor & IMR report

Live commerce in Southeast Asia



- The live commerce market in Southeast Asia is forecast to grow at a CAGR of 42.5%.

Source: Cube Asia & IMR report

Key Growth Drivers

- **Improved accessibility through online and live commerce channels boosts consumer lifestyle product sales.** The growth is driven by rising internet penetration, widespread smartphone usage, and the adoption of digital payment methods. Live commerce offers real-time interaction and higher conversion rates, making it an attractive option for consumers. Improved logistics infrastructure and last-mile delivery services also contribute to the increasing popularity of online and live commerce channels in Southeast Asia.
- **Economic and population growth boosts consumer lifestyle product market.** The rise in disposable income leads to a more affluent population with greater spending power, driving higher spending on consumer lifestyle products.
- **Constant introductions of new products in the consumer lifestyle market drive demand** by offering improved designs, functions, features, and technology. Innovations in cooking appliances, such as choppers, juicers, non-stick pans, and coffee machines, make food preparation more convenient, boosting demand for home and living products. Fashion trends and frequent new collections drive demand for apparel and fashion products, especially during festive periods. Technological advancements in home fitness products, like smart equipment and interactive applications, enhance user engagement and create demand.

KEY RISK FACTORS

- **Dependent on its brands and reputation.** Negative events related to product quality, safety, or business practices, as well as customer complaints on social media, could harm its reputation.
- **Dependent on meeting customer needs and preferences** while managing inventory levels. Failure to do so could lead to missed opportunities and negatively impact business and financial performance.
- **Risk of disruptions to hosting platforms.** The Group's live commerce channels depend on Facebook and TikTok.
- **Prolonged disruptions or termination of hosting platforms** such as Facebook and TikTok could adversely impact business and financial performance. In addition, changes in commercial terms or nationwide bans could also affect sales and profit margins.
- **Subject to regulatory conditions** for its wellness and beauty products in Malaysia and Singapore. Changes in regulations could increase costs and impact profitability. The Group relies on a direct sales licence from Ministry of Domestic Trade and Cost of Living ("MDTCL") for its loyalty programme.
- **Dependent on third-party fulfilment service providers** for storage and delivery of products. Disruptions in their operations, such as fires, floods, or inefficiencies, could delay deliveries, damage products, and lead to customer complaints. For FYE2022, FYE2023, FYE2024, and FPE2025, e-commerce fulfilment charges accounted for 14.53%, 14.24%, 9.90%, and 8.08% of the Group's total cost of sales respectively.
- **Subject to supply chain disruptions** as the Group relies on Original Equipment Manufacturers ("OEMs") for in-house brand products and various suppliers for third-party products.
- **Dependent on mobile application and website, i.e. Oasis Home** of its performance and availability. Disruptions caused by cyber-attacks, hardware damage, or third-party service provider issues could lead to loss of members, sales, and customer confidence.
- **Exposed to foreign exchange** as a significant portion of purchases is denominated in USD, EUR, and RMB, with 16.29% to 97.53% of the Group's purchases from suppliers based in international countries, namely PRC, Korea, Spain and UAE from FYE2022 to FPE2025.
- **Competition from existing and prospective industry players** offering similar products and services. While leveraging future expansion plans and an IPO to enhance competitiveness, there is no assurance that changes in the competitive environment won't adversely impact business and financial performance.
- **Subject to risks from political, economic, social, and regulatory changes,** including but not limited to changes in political leadership, changes in general economic and business conditions, fiscal and monetary policies. Economic downturns, such as those caused by pandemics, can reduce consumer spending on non-essential goods, impacting demand for the Group's products.

ESG PRACTISES

The Group has implemented, and are in the midst of implementing, the following practices:

Environmental Practices

- Encourages digitalisation to minimise paper usage.
- Utilises green energy and optimises electricity usage at NCT Smart Industrial Park.
- Invests in environmentally sustainable features like solar panels, rainwater harvesting, and waste management systems.
- Encourages employees to switch off electrical appliances when not in use.
- Promotes recycling and responsible disposal of non-recyclable waste.

Social Practices

- Promotes personal development through continuous training to enhance performance and productivity.
- Encourages employee wellness and work-life balance with team-building events, insurance coverage, and annual company trips.
- Promotes equality and diversity by providing equal job opportunities based on merit and fostering a culture of respect and acceptance for all employees.

Governance Practices

- Implements policies such as anti-bribery and corruption, code of conduct and ethics, whistle-blowing, and anti-money laundering.
- Adopts recommendations from the Malaysian Code on Corporate Governance ("MCCG") 2021.
- Ensures more than half of the Board members are independent directors.
- Meets MCCG's recommendation of having at least 30% women directors, with 2 out of 6 directors being women.

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