



Farm Fresh Berhad (5306)

Sideways Trend with Breakout Setup, Await Breakout Confirmation

FFB MK Last Close: 2.250 52-week High: 0.335 52-week Low: 0.140



Entry Price	2.250 – 2.255	Stop Loss	2.100	Target Price	2.365– 2.585
Resistance 1	2.365	Support 1	2.175	RSI	Bullish
Resistance 2	2.585	Support 2	2.105	MACD	Negative

Technical Highlights

The stock last closed at RM2.250, The stock has been trading within a sideways range since February after its earlier uptrend ended. Price continues to fluctuate between support at RM2.105 and resistance at RM2.585. A breakout above Resistance 1 at RM2.365 may signal a bullish move towards RM2.585, while a break below Support 1 at RM2.175 could lead to further downside towards RM2.105.

Momentum indicators are mixed but showing signs of stabilizing. The RSI stands at 47.71, remaining in neutral territory and indicating that buying momentum is gradually improving. Meanwhile, the MACD remains below the signal line, suggesting that bullish momentum has yet to be confirmed. Additionally, the stock is trading below the 20-day, 50-day, and 200-day EMAs, indicating that the broader trend remains weak despite signs of near-term stabilization.

On the upside, the immediate target is RM2.365, with further strength potentially extending towards RM2.585 should momentum build. Conversely, a breach below its support levels would invalidate the bullish outlook and expose the stock to further downside.

Company Profile

Farm Fresh Berhad provides dairy products. The Company offers a wide variety of milk and flavored yogurt. Farm Fresh serves customers in Malaysia.

Stock Information

Rating	Non-Rated
Market Cap (RM m)	4,240.9
Issued Shares (m)	1,884.8
Free Float (%)	44.6
Beta	0.7
3-mth Avg. Vol.	2,940,726
20-day Avg. Vol.	1,487,646
Shariah Compliant	Yes

Source: Bloomberg, Mercury Research

Hartalega Holdings Berhad (5168)

Momentum Stabilises Despite Weak Broader Trend

HART MK Last Close: 1.000 52-week High: 2.920 52-week Low: 1.990



Entry Price	1.000 – 1.005	Stop Loss	0.875	Target Price	1.320 – 1.470
Resistance 1	1.320	Support 1	0.890	RSI	Bullish
Resistance 2	1.470	Support 2	0.795	MACD	Positive

Technical Highlights

The stock last closed at RM1.000, correcting after breaking below its 3-month upward parallel channel. The stock is currently trading around RM1.00, with price action stabilising near Support 1 around RM0.890. A sustained breakout above Resistance 1 around RM1.320 could signal a bullish recovery, potentially opening the way towards Resistance 2 around RM1.470.

Momentum indicators are showing signs of stabilising. The RSI stands at 45.10, remaining in neutral territory and indicating gradually improving buying interest. Meanwhile, the MACD remains below the signal line, suggesting that bullish momentum has yet to be confirmed. Additionally, the stock is trading below the 20-day, 50-day, and 200-day EMAs, indicating that the overall trend remains weak despite signs of stabilisation.

On the upside, the immediate target is RM1.320, with further strength potentially extending towards RM1.470 should momentum build. Conversely, a breach below its support levels would invalidate the bullish outlook and expose the stock to further downside.

Company Profile

Hartalega Holdings Bhd. manufactures a wide range of latex gloves. The Company's products include natural rubber examination gloves, nitrile examination gloves, nitrile clean room gloves and natural rubber surgical gloves.

Stock Information

Rating	Non-Rated
Market Cap (RM m)	3,407.5
Issued Shares (m)	3,407.5
Free Float (%)	43.3
Beta	0.2
3-mth Avg. Vol.	10,137,120
20-day Avg. Vol.	5,154,692
Shariah Compliant	Yes

Source: Bloomberg, Mercury Research



Glossary of commonly used technical terms

Exponential Moving Average (EMA)	An indicator frequently used in technical analysis showing the average value of a security's price over a set period with greater weightage placed on the most recent data points.
Moving Average Convergence Divergence (MACD)	A trend-following momentum indicator that shows the relationship between two moving averages of prices. The MACD is calculated by subtracting the 26-day exponential moving average (EMA) from the 12-day EMA. A 9-day EMA of the MACD, called the "signal line", is then plotted on top of the MACD, functioning as a trigger for buy and sell signals.
Stochastic	A technical momentum indicator that compares a security's closing price to its price range over a given time period. The indicator's sensitivity to market movements can be reduced by adjusting the time period or by taking a moving average of the result.
Average True Range (ATR)	A measure of volatility whereby the indicator is the greatest of the following: - current high less the current low; - the absolute value of the current high less the previous close; - the absolute value of the current low less the previous close;
Bollinger Band	A band plotted 2 standard deviations away from a simple moving average.
On-Balance Volume (OBV)	A method used in technical analysis to detect momentum, the calculation of which relates volume to price change. OBV provides a running total of volume and shows whether this volume is flowing in or out of a given security.
Support	The price level which, historically, a stock has had difficulty falling below. It is thought of as the level at which a lot of buyers tend to enter the stock.
Resistance	The price at which a stock or market can trade, but not exceed, for a certain period of time. Often referred to as "resistance level".
Reversal	A change in the direction of a price trend. On a price chart, reversals undergo a recognizable change in the price structure. An uptrend, which is a series of higher highs and higher lows, reverses into a downtrend by changing to a series of lower highs and lower lows. A downtrend, which is a series of lower highs and lower lows, reverses into an uptrend by changing to a series of higher highs and higher lows.
Divergence	When the price of an asset and an indicator, index or other related asset move in opposite directions.
Overbought	In technical analysis, this term describes a situation in which the price of a security has risen to such a degree – usually on high volume – that an oscillator has reached its upper bound. This is generally interpreted as a sign that the price of the asset is becoming overvalued and may experience a pullback.
Oversold	A situation in technical analysis where the price of an asset has fallen to such a degree – usually on high volume – that the oscillator has reached a lower bound. This is generally interpreted as a sign that the price of the asset is becoming undervalued and may represent a buying opportunity for investors

Disclaimer & Disclosure of Conflict of Interest

The information contained in this report is based on data obtained from data and sources believed to be reliable at the time of issue of this report. However, the data and/or sources have not been independently verified and as such, no representation, express or implied, are made as to the accuracy, adequacy, completeness or reliability of the information or opinions in this report.

This report may contain forward-looking statements which are often but not always identified by the use of words such as “believe”, “estimate”, “intend” and “expect” and statements that an event or result “may”, “will” or “might” occur or be achieved and other similar expressions. Such forward-looking statements are based on assumptions made and information currently available to Mercury Securities Sdn Bhd. (“Mercury Securities”) and are subject to known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievement to be materially different from any future results, performance or achievement, expressed or implied by such forward-looking statements. Caution should be taken with respect to such statements and recipients of this report should not place undue reliance on any such forward-looking statements. Mercury Securities expressly disclaims any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or circumstances after the date of this publication or to reflect the occurrence of unanticipated events.

Accordingly, neither Mercury Securities nor any of its holding company, related companies, directors, employees, agents and/or associates nor person connected to it accept any liability whatsoever for any direct, indirect, or consequential losses (including loss of profits) or damages that may arise from the use or reliance on the information or opinions in this publication. Any information, opinions or recommendations contained herein are subject to change at any time without prior notice. Mercury Securities has no obligation to update its opinion or the information in this report.

This report does not have regard to the specific investment objectives, financial situation and particular needs of any specific person. Accordingly, investors are advised to make their own independent evaluation of the information contained in this report and seek advice from, amongst others, tax, accounting, financial planner, legal or other business professionals regarding the appropriateness of investing in any securities or the investment strategies discussed or recommended in this report. Nothing in this report constitutes investment, legal, accounting or tax advice or a representation that any investment or strategy is suitable or appropriate to your individual circumstances or otherwise represents a personal recommendation to you. This report is not intended, and should not under no circumstances be considered as an offer to sell or a solicitation of any offer or a solicitation or expression of views to influence any one to buy or sell the securities referred to herein or any related financial instruments.

Mercury Securities and its holding company, related companies, directors, employees, agents, associates and/or person connected with it may, from time to time, hold any positions in the securities and/or capital market products (including but not limited to shares, warrants and/or derivatives), trade or otherwise effect transactions for its own account or the account of its customers or be materially interested in any securities mentioned herein or any securities related thereto, and may further act as market maker or have assumed underwriting commitment or deal with such securities and provide advisory, investment, share margin facility or other services for or do business with any companies or entities mentioned in this report. In reviewing the report, investors should be aware that any or all of the foregoing among other things, may give rise to real or potential conflict of interests and should exercise their own judgement before making any investment decisions.

This research report is being supplied to you on a strictly confidential basis solely for your information and is made strictly on the basis that it will remain confidential. All materials presented in this report, unless specifically indicated otherwise, are under copyright to Mercury Securities. This research report and its contents may not be reproduced, stored in a retrieval system, redistributed, transmitted, or passed on, directly or indirectly, to any person or published in whole or in part, or altered in any way, for any purpose.

This report may provide the addresses of, or contain hyperlinks to websites. Mercury Securities takes no responsibility for the content contained therein. Such addresses or hyperlinks (including addresses or hyperlinks to Mercury Securities own website material) are provided solely for your convenience. The information and the content of the linked site do not in any way form part of this report. Accessing such website or following such link through the report or Mercury Securities’ website shall be at your own risk.

This report is not directed to or intended for distribution or publication outside Malaysia. If you are outside Malaysia, you should have regard to the laws of the jurisdiction in which you are located.

The views expressed in this research report accurately reflect the analyst’s personal views about any and all of the subject securities or issuers; and no part of the research analyst’s compensation was, is or will be, directly or indirectly, related to the specific recommendations or views expressed in the report.

Published & Printed By:

MERCURY SECURITIES SDN BHD
Registration No. 198401000672 (113193-W)
L-7-2, No 2, Jalan Solaris, Solaris Mont’ Kiara,
50480 Kuala Lumpur
Telephone: (603) - 6203 7227
Website: www.mercurysecurities.com.my
Email: mercurykl@mersec.com.my