



*Press Release*  
*FOR IMMEDIATE RELEASE*

**HUMANTARIAN AIDS FOR FLOOD VICTIMS IN JOHOR**

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**Seremban, Negeri Sembilan, (23 March 2023)** – Matrix Concepts Holdings Berhad has leaped into actions by sending aids to victims evacuated by severe floods recently in the Southern Region of Malaysia.

Matrix Concepts business units from the Southern Region had come together under the company Corporate Social Responsibilities (CSR) initiatives in providing different types of aids to almost two thousand victims in the state of Johor.

From foods to essential items including mattresses, blankets, baby nursery essentials, disposable diapers for adults, households' items and bottled mineral water were delivered to three relief centers.

The total aid amounted more than RM30,000 had reached 600 families across three relief centers at Sekolah Jenis Kebangsaan (Cina) York Chai, Parit Yaani, Sekolah Agama Seri Idaman and Desa Parit Senah in Yong Peng, Johor.

Matrix Concepts Group Chief Marketing Officer, Lim Kok Yee said as a corporation that cares, the company wanted to extend help during this challenging period when the victims were struggling with the flood situations.

"The company extends its solidarity to the people of Yong Peng, Johor following the devastating floods that had caused immense sufferings, destructions to infrastructures and home properties as well as unprecedented social-economic losses', he said.



He mentioned that the people in Matrix Concepts are with the community of Johor during this difficult period and hopes the contribution will assist in easing the sufferings of the flood.

“Every help will make a difference during this difficult moment, and I hope that the public will also continues in doing their part by doing its part in lending a hand,” he added.

For more information, visit Matrix Concepts website [www.mchb.com.my](http://www.mchb.com.my) or call Matrix Concepts Sales at + 1 800 88 2688.

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#### About Matrix Concepts Holdings Berhad

Matrix Concepts Holdings Berhad (Matrix Concepts) has proven its mettle as a reputable leading property developer in the country with the realisation of its two major townships which were developed almost concurrently.

Started in 1996 as a small property firm in Negeri Sembilan, Matrix Concepts built its maiden project of 595 residential and commercial units in the district of Bahau, Negeri Sembilan.

In 1999, the first joint-venture with Menteri Besar Incorporated, Negeri Sembilan (MBI NS) was inked to develop the 39-acre Taman Andalas

Subsequently, other commercial and residential properties followed. Thus, its reputation as a reliable and professional developer grew.

In 2005, Matrix Concepts entered into joint venture agreements with Koperasi Kemajuan Tanah Negeri Johor and MBI NS to develop two massive integrated townships which are now known as Bandar Seri Impian consisting of 900 acres and Bandar Sri Sendayan with 5,233 acres.

Backed by a strong track record of quality developments and an experienced management team of professionals, it went public and was listed on Bursa Malaysia on 28 May 2013.

In 2016, it spread its wings internationally with a boutique apartment project called *M.Carnegie* in Melbourne, Australia and due to its resounding success, *M.Greenvale* was then launched mid-2019.

Over the next few years, it continued to build up its landbank in Greater Kuala Lumpur and initialised investment in Indonesia.

Currently, its Bandar Sri Sendayan and Bandar Seri Impian boast a thriving multi-racial community of over 45,000 people and its Sendayan Tech Valley, an industrial cluster within Bandar Sri Sendayan township has attracted more than RM4 billion worth of foreign direct investments by prominent global and domestic brands.

Matrix Concepts Holdings Berhad has carved its name as a *community developer* as it endeavours to deliver sustainable developments in practicing its beliefs in *nurturing environments* and *enriching lives* with more than 20,000 residential and commercial units handed over already.

At present, Matrix Concepts has diverse businesses namely property development, construction, education and hospitality.

For more information, visit Matrix Concepts website [www.mchb.com.my](http://www.mchb.com.my) or call Matrix Concepts Head Office at + 6 06 764 2688.