



Press Release
FOR IMMEDIATE RELEASE

**MATRIX CONCEPTS CHRISTMAS CHEER WITH 70 UNDERPRIVILEGED CHILDREN
@ IT'S MAGICAL CHRISTMAS**

SEREMBAN, 10 December 2022 – 70 underprivileged children (aged four to seventeen) including orphans, from Sekinah Care Centre, Seremban and the Church of Visitation shelter programme were feted to a delectable dinner and activities on the first day of its Magical Christmas event.

'It is a season of giving and it is our Matrix Concepts way of giving back to the society especially these children who are in need of a little bit of support and affirmation from the community. In fact, these children are also part and parcel of our nation's future,' said Lim Kok Yee, Chief Marketing Officer, Matrix Concepts Holdings Berhad.

Lim also mentioned at the official launch ceremony of its Magical Christmas that since it is post pandemic and lockdowns whereby almost everyone is getting used to excursions and trips, the Magical Christmas weekends would be an opportune time to renew Matrix Concepts' commitments to its stakeholders especially its Bandar Sri Sendayan residents as its Christmas events had to take a two-year hiatus.

'The spirit of Christmas reminds us all that we are living in a multi-racial country and each religion with its own distinct culture must be respected with the understanding of inclusion and tolerance. As a community, we need one another as no man is an island,' Lim continued.

'Therefore, our Magical Christmas is a circus-themed event with lots of acts and activities coming together to celebrate the joy of Christmas regardless of age and race. The finale would be a grand firework show on the eve of Christmas night ie. 24 December 2022.' Lim added.



Matrix Concepts' ***Magical Christmas 2022*** at d'Tempat Country Club, Bandar Sri Sendayan will be opened to the public every weekend, starting 10 December till 25 December 2022, from 5pm to 10pm.

Details of Magical Christmas are as follows: -

10 – 11 December 2022

- Voice of Percussion Performance (10 December 2022)
- Magic Show (10 December 2022)
- Scottish Pipe Band (11 December 2022)
- Clown Show (11 December 2022)
- Puppet Show
- Christmas Coaster Workshop*
- DIY Santa Dangle Ring*
- Jingle Hairband Workshop*

17 – 18 December 2022

- Magical Magic Show (17 December 2022)
- Christmas Dance Show (17 December 2022)
- Clown Show (18 December 2022)
- Circus Show (18 December 2022, 8.30pm)
- Cutie Puppet Workshop*
- Little Gift Box Making*
- DIY Christmas Hat*

24 – 25 December 2022

- Circus Show (24 December 2022, 8.30pm)
- Fireworks (24 December 2022, 10pm)
- Christmas Dance Show (25 December 2022)
- Musical Magic Show (25 December 2022)
- Christmas Caroling
- Lighted Stilt Walker, Hula Hoop & Stilt Walker Walkabout



- Creative Christmas Pouch Making*
- Jingle Glasses Frame*
- DIY Snowman Rattle Drum*

The Magical Christmas weekends are open to all and the public can walk in. However, those listed workshops (*) require RSVPs via <https://www.matrixmagicalxmas.com.my/1/> as slots are limited and it is on a first come, first served basis.

Matrix Concepts also contributed RM3,000 each to Sekinah Care Centre, Seremban; Pertubuhan Kebajikan Kanak-Kanak Seremban and the Church of Visitation.

Children from Sekinah Care Centre performed a short Christmas carol as their way of thanks. All the children went home happily with a Christmas gift and a pack of fried chicken plus a bubble-tea drink for their supper.

For more information, visit Matrix Concepts website 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 or call Matrix Concepts Head Office at + 6 06 764 2688.