



Press Release
FOR IMMEDIATE RELEASE

MATRIX CONCEPTS CONTRIBUTES RM30,000 TO ANIMAL SHELTER

SEREMBAN, 16 DECEMBER 2022 – Matrix Concepts Holdings Berhad (Matrix Concepts) contributed RM30,000 to Persatuan Penyelamat Haiwan Terbiar (FurryKids Safehaven) in Kuala Sawah, Rantau, Negeri Sembilan yesterday.

‘This is the second contribution by Matrix Concepts to FurryKids Safehaven to assist in their daily operations at their new 6.6 acres shelter site here in Kuala Sawah.

‘Our first contribution of RM50,000 in 2020 was to assist them in getting a new site from the old site in Mambau.

‘Understanding the social problems caused by stray animals in Seremban, we applaud the efforts by FurryKids Safehaven in reducing and controlling the strays as humanely possible through neutering and vaccination as well as the various adoption programmes. Thus, Matrix Concepts’ continued contribution is just a small part of our CSR programme towards the overall community well-being and safety, said Ms Tan Sze Chee, Chief Development Officer of Matrix Concepts.

The Secretary of FurryKids Safehaven, Ms Anna Robless explained that FurryKids Safehaven had to be relocated to the higher grounds in Kuala Sawah in January 2021 after several flooding incidents which caused the death of its 54 dogs and puppies late 2020.

‘Currently, the shelter has over 1,980 strays mainly dogs and puppies including a number of cats and kittens too. The monthly operating cost is between RM90,000 to RM120,000 or annually around RM1.44 million which is quite a huge sum to raise and we appreciate Matrix Concepts’ contribution as this will ease our operational burden.

‘We are also seeking more volunteers and funds to support our efforts,’ Robless explained.



'FurryKids Safehaven objective is to reduce and control the stray population through neutering, vaccination and adoption programmes as well as to educate the public on the responsibility, care and welfare of such animals and the ramifications of abandoning pets,' she added.

The mock cheque was presented by Ms Tan Sze Chee to Ms Anna Robless of Furrykids Safehaven and witnessed by YB Teo Kok Seong, Negeri Sembilan State Executive Council (EXCO) of Community and Local Housing.

Together in attendance were Matrix Concepts Senior General Manager, Business Development & Project Planning, Mr. Pak Heng Cheong and Committee member of FurryKids Safehaven, Ms Mary Lee Yok Bee.

Furrykids Safehaven is a non-governmental organization (NGO) established in year 2017. It was set up to rescue and give shelter to injured, abused, abandoned and stray dogs in Kuala Sawah, Rantau, Negeri Sembilan. Any assistance can be directed to the FurryKids Safehaven Chairperson, Ms. Jeskiran Kaur Bhat (016-230 7854)

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.