



Press Release
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MATRIX CONCEPTS INKS STRATEGIC PARTNERSHIP WITH MCDONALD'S

Seremban, Negeri Sembilan, (9 May 2023) – Matrix Concepts Holdings Berhad inked a strategic cooperation agreement with one of the world's largest fast-food chains, McDonald's, which has chosen Bandar Sri Sendayan (BSS) as the location for its newest outlet.

McDonald's is set to open a new restaurant in Sendayan Merchant Square, complete with both dine-in and drive-through facilities.

The restaurant will be built on 21,000 square feet of land within the bustling 100-acre commercial lifestyle hub, which already boasts a range of attractions including d'Tempat Country Club, Matrix Global Schools, Sendayan X-Park, a Petron petrol station, and retail shop offices.

With its prime location and convenient facilities, the new McDonald's restaurant is poised to become a favourite destination for community.

According to Matrix Concepts Group Managing Director, Ho Kong Soon, the impending arrival of McDonald's to Bandar Sri Sendayan (BSS) is a testament to the township's vibrancy and maturity as well as to enhance the convenience lifestyle for those in the area", he said.

He also mentioned that the collaboration with the fast-food chain of McDonald's Malaysia is curated as part of an ongoing plan together with a series of initiatives to further enhance the sustainability of the township to perpetuate its robustness.



"This strategic move will definitely benefit more than 120,000 populations in the entire Sendayan development area and targeted to be ready for business in the first half of 2024," he said.

The agreement was signed by the Group Managing Director of Matrix Concepts Holdings Berhad, Ho Koon Soon and Managing Director and Operating Partner of McDonalds Malaysia, Dato' Azmir Bin Jaafar here recently.

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.