



Press Release
FOR IMMEDIATE RELEASE

**MATRIX CONCEPTS UPLIFTS FESTIVE SPIRITS
THROUGH BUNGA BUNGA RAYA**

Seremban, Negeri Sembilan (25 April 2023) Matrix Concepts Holdings Berhad (**Matrix Concepts**) celebrates syawal this year with a full bloom theme of Bunga Bunga Raya at Bayu Sutera, Bandar Sri Sendayan.

Bunga Bunga Raya is narrated as "Celebratory Flower" in Malay which will take the center attention with different line-up of activities and program for the public to enjoyed during the two days event starting from 29 till 30 April this year.

According to the Chief Marketing Officer of Matrix Concepts Holdings Berhad, Lim Kok Yee, the 'Bunga-Bunga Raya' theme revolved around the different modern floral interactions that symbolize many colors of Malaysia.

He also mentioned as a citizen of Malaysians of different religions and races, the company will always uplift and keep the spirits of harmony and unity for this special occasion by celebrating Hari Raya together.

"Each decoration is now garlanded out with amazing flora inspired theme, embracing the different meaning such as togetherness, celebration, forgiveness, hope, new beginnings, and purity", he said during the event.

At Bayu Sutera, Bandar Sri Sendayan, the festivities kick off from 6.00pm till 10.00pm, will be decorated with floral lighted arrangements where public can immerse in a photo options journey for free through the unique outdoor environment.



The different activities involved a choreography of a story reflecting together-gather spirit with the dancing of the flower kingdom and fairy tale performance.

Matrix Concepts also invited a lavish pit percussion live music performance and public can also enjoy the experience of spinning a *Gasing* demonstration competition which is setup along the decorated area.

The company will be hosting Hari Raya food market featuring local delicacies, Jawi calligraphy workshops, batik handmade painting and decorative items for everyone.

In line with this Bunga Bunga Raya event, the festivities will continue with the Matrix Bumi Expo on 6 till 7 May 2023. Among the highlights is a multitude of performances, games show, food trucks, motor shows, Halal-hub bazaars, and kids' activities for the public to enjoy from 6.00pm till 10.00pm.

Besides that, the public can also view property showcases in Bandar Sri Sendayan's mainly at Bayu Sutera, Tiara Sendayan, Nusari Aman 3, Irama Biz and Laman Biz for a new home environment.

Public can also walk-in into Bayu Sutera, Bandar Sri Sendayan or mark your calendar by clicking the link available at www.matrixbungaraya.com.my for free registration.

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.