



Press Release
FOR IMMEDIATE RELEASE

**MATRIX CONCEPTS UNITES COMMUNITIES AND LEADERS
IN FLAG RAISING CEREMONY 2024**

Seremban, 13 August – In a spirited celebration of patriotism, Matrix Concepts hosted the Flag Raising Ceremony in conjunction with Malaysia's National Day 2024. The event aimed to deepen the sense of patriotism among Malaysians, strengthen community relationships, and underscore the significance of this national celebration.

Over 400 attendees graced the event, including representatives from Matrix Concepts management, Seremban City Council, the Royal Malaysian Air Force, Seremban District Police Headquarters, Mambau Police Station, Fire and Rescue Department, various community groups such as the Village Development and Security Committee (JPKK), students from ten neighbouring schools, as well as religious groups. Matrix Concepts had the honour of TPr Haji Nazri Bin A.Ghani, Director of Planning & Development of Seremban City Council, attend the event.

In alignment with Prime Minister Datuk Seri Anwar Ibrahim's recent address, Matrix Concepts' Flag Raising Ceremony powerfully reflected the call for a unified 'Jiwa Merdeka,' illustrating the company's dedication to fostering Malaysia as a nation of dignity and unity across all communities. The event saw the distribution of 5,000 *Jalur Gemilang* flags to participants, encouraging them to proudly display the national flag at their premises. Additionally, 500 pots of Hibiscus saplings were distributed, emphasizing the significance of the Hibiscus flower as Malaysia's national emblem. This initiative celebrated the national spirit and promoted environmental stewardship by integrating green living through the planting of native flora. To further enhance the festive and patriotic ambiance, 1,000 *Jalur Gemilang* flags were prominently installed throughout Matrix Concepts' flagship development, Bandar Seri Sendayan township.

Mr. Chai Keng Wai, Chief Executive Officer of Matrix Concepts Holdings Sdn Bhd stated, "This event is a testament to our unwavering commitment to patriotism and community building. By coming together to celebrate our National Day, we remind ourselves of the shared values and heritage that bind us as Malaysians."



The Flag Raising Ceremony featured various activities designed to engage and inspire the community, from flag-raising ceremony to cultural performances. The event successfully created an atmosphere of unity and celebration, reinforcing the spirit of patriotism among all attendees.

Continuing the Spirit of Unity and Celebration

Looking ahead, Matrix Concepts invites everyone to join in on September 15th for the first-ever Matrix Malaysia Day Night Half Marathon, a landmark event organised in d'Tempat Country Club, Bandar Seri Sendayan, Seremban in partnership with Seremban City Council. This night run is not only a celebration of fitness and health but also a continued effort to promote unity and community engagement. Matrix Concepts is thrilled to keep this strategic partnership with Seremban City Council in hosting such dynamic events that bring the community together.

Matrix Concepts remains dedicated to promoting national pride and unity through such meaningful initiatives, ensuring that the values of patriotism are passed down to future generations.

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About Matrix Concepts Holdings Berhad

Matrix Concepts Holdings Berhad (Matrix Concepts) is a dynamic leader in property development and its related services. Supported by four other core sectors—Construction, Education, Hospitality, and Healthcare—these pillars form the foundation of the company's robust business model, facilitating operational synergies and enhancing the value across its various ventures.

With the mission encapsulated by the tagline "Nurturing Environments, Enriching Lives," Matrix Concepts is committed to creating sustainable, community-focused living spaces that not only meet but exceed the aspirations of property buyers. By offering valuable, lifestyle-enhancing experiences, the company ensures that its customers can enjoy a comprehensive lifestyle ecosystem that encompasses work, play, dine, shop, learn, and more.

Expanding its horizons, Matrix Concepts has also broadened its geographic footprint to include projects in Indonesia and Australia, further cementing its reputation as a global player in the real estate sector.

For more information, please visit the Matrix Concepts website at www.mchb.com.my or contact the Matrix Concepts Head Office at 06 -764 2688.