



Press Release
FOR IMMEDIATE RELEASE

MATRIX FIESTA IGNITES EXCITEMENT AS EKA HEIGHTS LAUNCHES IN SEREMBAN

Seremban, 24 August — Matrix Concepts is pleased to announce the successful grand launch of its newest township, Eka Heights, marking a major milestone in modern living. The Matrix Fiesta event, held on August 24th and 25th, 2024, at Matrix Galleria, Eka Heights, was an exhilarating two-day fiesta that ushered in a new era of innovation, comfort, and sophisticated living.

Matrix Fiesta presented many attractions designed to captivate and entertain guests of all ages. Attendees enjoyed performances and meet-and-greet sessions with popular Warner artists, including Syamel, Bunga, Andi Bernadee, Luqman Podolski, and Amsyar Lee. The event also featured interactive Superhero Gatherings, offering guests photo opportunities with beloved characters like Boboiboy and Mechamato. In addition, guests enjoyed a diverse line up of vibrant activities, including carnival games, live performances, and a variety of family-friendly entertainment that created an unforgettable experience.

Eka Heights is set to play a pivotal role in the Malaysia Vision Valley (MVV) initiative, a bold plan to transform the region into a strategic hub. Located within the MVV conurbation, an emerging growth area expanding Greater Kuala Lumpur into Negeri Sembilan, Eka Heights builds on the success of Bandar Sri Sendayan. It embodies Matrix Concepts Group's commitment to creating vibrant communities that meet the evolving demands of modern homeowners. The recent launch of Eka Heights saw tremendous interest, highlighting strong market confidence. Notably, Eka 3, featuring 430 units of link homes, sold out shortly after its September and November 2023 launches. Similarly, Eka 10, offering 237 units, achieved full sales in just one day during a ballot event, underscoring the rapid success of the development.

"We are thrilled by the remarkable response from homebuyers," said Lim Kok Yee, Chief Marketing Officer of Matrix Concepts Holdings Berhad. "Our nearly 20 years of successful development in Bandar Sri Sendayan have established a deep trust within the community. The exceptional interest in Eka Heights is a testament to our commitment to quality and innovation. Eka Heights is designed to meet the needs of discerning buyers, especially those working in the fast-growing industrial and aviation sectors in KLIA, Sepang, and surrounding areas. This project realises their aspirations for a modern, well-connected living environment."



Lim continued, “As a developer with a strong focus on community-building, we are dedicated to transforming Eka Heights into a prestigious and sought-after residential enclave in Negeri Sembilan. Our proven expertise in turning undeveloped land into vibrant communities underscores our ability to deliver on this promise. We are confident that Eka Heights will evolve into one of the most desirable residential areas in the region within the next eight years.”

Eka Heights spans 371.79 acres of rolling terrain and will be developed in ten precincts. The project includes 3,620 residential units and 25 commercial properties, with a gross development value (GDV) of RM 500 million. Among its key features is the 15.5-acre Mageka Park, designed to enhance community bonding and quality of life with its serene lake and upscale amenities.

Conveniently located just 10 kilometers from Bandar Sri Sendayan and a 30-minute drive from KLIA and KLIA2, Eka Heights is set to become a prominent residential destination. The Group anticipates the first keys to be handed over to homebuyers by the end of next year.

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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.