



Press Release

FOR IMMEDIATE RELEASE

MATRIX CONCEPTS GROUP LAUNCH 'GEMPAK RAYA BONANZA' CAMPAIGN

Seremban, 24 March 2024: As the joyous occasion of Hari Raya approaches, Matrix Concepts Holdings Berhad (**Matrix Concepts**) is proud to unveil its exclusive Hari Raya Campaign. This campaign not only commemorates the festive season of Hari Raya but also embodies the spirit of sharing happiness, making the dream of home ownership more attainable and enjoyable for everyone.

Under the "Gempak Raya Bonanza," Matrix Concepts offers exciting perks and ownership incentives, turning home ownership dreams into reality. From 23 March to 12 May 2024, homebuyers can immerse themselves in the spirit of the season and seize incredible opportunities.

Throughout this one-month campaign, buyers can anticipate festive rewards of up to RM10,000* upon purchasing their dream homes in selected properties and commercial shop lots within the vibrant Bandar Sri Sendayan township. Additionally, buyers will benefit from the convenient payment plans for up to 12 months and exemptions on stamp duty and legal fees for selected projects.

According to the Chief Marketing Officer of Matrix Concepts Group, Lim Kok Yee, the Gempak Raya Bonanza features several key participating projects, including four residential projects—Eka Heights, Irama Sendayan 2, Bayu Sutera, and Tiara Sendayan—and two commercial shop lots, namely Irama Biz and Nusari Biz 2.

He also reiterated the significance of the overwhelming response from buyers, highlighting the company's steadfast dedication to honoring their trust.

"Despite economic concerns, our buyers' ownership remains paramount to us. Their confidence in our commitment to quality homes, prime locations, easy accessibility, and competitive pricing motivates us to continually deliver value-for-money products. In this vein, the Gempak Raya Bonanza stands as a beacon of opportunity for individuals seeking to embark on the journey of homeownership", he said.

The "Gempak Raya Bonanza" campaign, launched on 23rd March, offers buyers the chance to win exclusive prizes through a mysterious Raya lucky draw, including home appliances and vouchers worth up to RM20,000*. Furthermore, buyers can secure their dream homes with a minimal booking fee starting at just RM300* for selected projects, ensuring accessibility for all aspiring homeowners.

In addition to the exciting incentives mentioned earlier, we are thrilled to extend a warm invitation to the public to join us for a series of captivating events held on-site during the months of March and April. These events provide an opportunity for everyone to come together and revel in the joyous spirit of the season.

On the 23rd and 24th, 30th and 31st of March, we will be hosting Iftar Together @ Buka Puasa at Irama Sendayan and Bayu Sutera Show Units. Kindly RSVP (<https://bit.ly/matrixiftar>) to secure your spot and join us for this memorable occasion.

Furthermore, the main event - **Fantasia Raya**, scheduled to take place on the 20th and 21st of April at the Bayu Sutera Galleria. Guest will have the opportunity to immerse themselves in enchanting



decorations and indulge in thrilling games, activities, performances, and a vibrant bazaar. It promises to be an unforgettable experience for all attendees!

For more information about our **Gempak Raya Bonanza** campaign and explore our exceptional properties, visit our website at www.matrixgempakraya.com.my or contact us at our hotline number 1800-882 688.

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About Matrix Concepts Holdings Berhad

Matrix Concepts Holdings Berhad (**Matrix Concepts**) principal business operations is Property Development and its related services. Together with other businesses comprising Construction, Education, Hospitality and Healthcare, which cumulatively are regarded as Matrix Concepts five pillars of strength.

This enables Matrix Concepts to derive operational synergies across its business model and values chain to enhance the value proposition of its townships and stand-alone property developments.

Reflecting its tagline of “*Nurturing Environments, Enriching Lives*” Matrix Concepts aspires to deliver sustainable, community living environments that meets property buyers’ aspirations while providing them with value and the opportunity to enjoy and aspire to better lifestyle experiences.

In essence, beyond providing quality build and design, Matrix Concepts looks to deliver a complete lifestyle eco-system of work, play, dine, shop, learn and more.

Matrix Concepts also has expanded its footprint into Indonesia and Australia.

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