



Press Release

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MATRIX CONCEPTS GROUP ANNOUNCES ANNUAL SPONSORSHIP PARTNERSHIP WITH SENIOR GOLFER'S SOCIETY OF MALAYSIA

KUALA LUMPUR, 22 February 2024: The Senior Golfer's Society of Malaysia (SGSM) together with Matrix Concepts Group is delighted to announce its strategic partnership as the official sponsor collaboration partners for the year 2024.

This partnership signifies a shared commitment to promotes the sport of golf among seniors and fostering a sense of solidarity among senior golf enthusiasts in Malaysia.

Through this sponsorship collaboration, Matrix Concepts Group is reaffirming its dedication to support the grassroots initiatives and promoting healthy lifestyles among seniors through the sport of golf.

According to the Group Chairman of Matrix Concepts, Dato' Haji Mohamad Haslah Bin Mohamad Amin, the company's sponsorship support will include prominent branding and recognition across Senior Golfer's Society of Malaysia (SGSM) events, promotional materials, and digital platforms.

The partnership will also offer unique networking opportunities, hospitality benefits, and brand exposure to Matrix Concepts Group within the Malaysian golfing community.

"We are proud to collaborate with (SGSM) in promoting the sport of golf and encouraging active lifestyles among seniors as we believe in the power of sports to unite communities and enrich lives.

Through this partnership also, we aimed to inspire and empower senior golfers to pursue their passion for the game while promoting health, wellness and solidarity", he said during the handing over of the cheque presentation today.

Also present together during the handing over of the cheque amounted to RM250,000.00 were the Founder and Group Executive Deputy Chairman of Matrix Concepts, Dato Seri Lee Tian Hock and President of Senior Golfer's Society of Malaysia (SGSM) Dato Shamsudin bin Ismail.

According to the President of SGSM, Dato Shamsudin bin Ismail, these efforts will provide vital support to (SGSM) programs, tournaments, and events throughout the year.

The sponsorship will enable (SGSM) to expand its reach, enhance its offerings, and provide enriching experiences for senior golfers across the country.



"We are thrilled and grateful to be in these partnerships with Matrix Concepts Group for the annual sponsorship initiative as this corporation exemplifies our shared values of excellence and mutual beneficial to our 3,000 members in Malaysia.

The RM250,000.00 sponsorship donation from Matrix Concepts Group will support various activities and initiatives organized by SGSM, including hosting of events tournaments and branding awareness programs.

For more information about Matrix Concepts Group and its commitment to community development, please visit our website at www.mchb.com.my.

To know more about Senior Golfer's Society of Malaysia (SGSM) and its initiatives, please visit the website at www.sgsm.com.my.

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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.