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Creating shareholder value through brand equity enhancement

# Group Milestones



Listed on the Main Market of Bursa Malaysia Securities on 28th May 2013. In the same year, Bandar Sri Sendayan is awarded "Sustainable Township of the Year" by World Sense of Place



Matrix Concepts Holdings Berhad awarded Gold – Governance, Environmental Responsibility and Social Responsibility from The Asset Awards 2018, Hong Kong





# Unlocking Greatness

Without question, the past six months have seen an incredible shift in mindsets in everyone, alike and in-difference. As people come together, they also find the unique differences that set them apart — revealing a raw and ingenious self. Each generation is known for its own brand of substance and *sui generis* culture. In this issue and in honouring the men in all our lives, we tackled the evolved and evolving culture of manhood in today's society (pg 38). Never has a century been more akin to the reinvention of the male gender, from having masculinity redefined to leadership qualities, modern day courtship and parenting.

We, at Matrix Concepts, celebrate life; that is why one of the many initiatives we have embedded in our brand involves movements, physical and social engagements, and the coming together within our communities. Ensuring the health and wellness of our residents and neighbours is of utmost importance. On page 28, we break down cardiovascular diseases, the number one killer among adults worldwide, with some reality checks and prevention tips. Adding more lifestyle elements, we've enrolled prestigious climbing gym brand Camp5 Climbing Gym (pg 34) to offer discounts to new climbers for all Bulletin Matrix readers.

Earlier this year, Matrix Concepts brokered its second land-development deal in Australia (pg 48), furthering our footprint in the country. M.Greenvale, located north west of Melbourne

and sitting on 10 acres of land to be divided up into 70 lots, will break ground during the second half of this year. Another exciting project to spruce up closer to home is in Kluang, Johor. On 2 May 2019, Matrix Concepts signed a joint-venture agreement with Koperasi Kemajuan Tanah Negeri Johor to extend the development of Bandar Seri Impian with an additional 309-acre development to be known as Bandar Seri Impian 2 (pg 18).

Corretta Scott King, widow of civil rights activist Martin Luther King Jr., said to a crowd gathered at Georgia State University in 2000: "The greatness of a community is most accurately measured by the compassionate actions of its members." To start, we must imprint a semblance of a brighter future in our children. In this issue, we investigate the safety hazards of store-bought slime and provide a safe, easy homemade DIY slime (pg 58) any parent can achieve with their kids as a weekend project. If you take it on, why not hashtag it **#slimewithmatrix** — and to properly use the meta-tagging impression, read up on it on page 46.

As this volume circulates in July, we wish to offer a blessing to the significant holidays we've missed *en passe de* as we worked to put this issue together. We look forward to making the next two quarters of 2019 an even greater and grateful time.

Until next year! *En fin.*



## ANOTHER MILESTONE AS ONE OF MALAYSIA'S TOP 10 DEVELOPERS

Awarded by Property Insight Prestigious Developer Award (PIPDA) 2019



(From left) YBM Senator Dato' Raja Kamarul Bahrin Shah Raja Ahmad – Deputy Minister of Housing & Local Government, Mr. Ho Kong Soon – Group Managing Director of Matrix Concepts and Dato' KK Chua – Managing Director & Editor-in-Chief of Property Insight.





# Working At Matrix



This year is my fourth year with Matrix Concepts. It has been a wonderful experience working with a group of nice and talented people. Everyone I have met has been kind, approachable and willing to help. This is a family. Feel proud to work here.

**Nik Li**  
Head of Internal  
Audit Department

I've been with the group for the past 14 years with many people asking me "how come?" and some are wowed, saying, "So long? Have u tried exploring other companies?" I started off as a fresh graduate, having done sales in my early employment days here and I've never looked back since. Being a Serembanite and having the opportunity to work for a company which I have witnessed evolving to greater heights to where it is today makes me even more passionate. I've built my happiness into my career by finding the interactions of what I love doing and knowing where I excel professionally.

**Deepamala Raghavan**  
Senior Manager,  
Sales & Marketing Department

Matrix is becoming a leader in its industry and I have a huge amount of admiration and respect for that. I am proud to be part of the pressure and hard work involved in maintaining the excellent standard. It's also inspiring to have colleagues who are always willing to work as a team for the betterment of the company. The growth of the company has enabled my own personal growth as well which, for that, I am always thankful.

**Camy Tee**  
Deputy, CFO,  
Finance Department

As a new person who has just joined in the last five months, I find Matrix a great organisation, advocating a culture of trust and high engagement that unites management and the employees with strong guiding principles. The leaders in Matrix talk about their team not as employees who can be satisfied with the right compensation package, but as a partner who they would like to invest in the business. Matrix inspired me, not only as a great company, but more as a core of people working with passion, coming together, even from different subsidiaries, we still work together as one big family, and I'm very glad that I'm a part of Matrix.

**Siti Hajar**  
Senior HR Manager,  
Human Resources & Administrative Division

## Career Opportunity

Matrix Concepts Holdings Berhad is always seeking new talent and mind to join its ever expanding team. If you are seeking a challenging and rewarding career opportunity with a fast-growing property developer in Negeri Sembilan, then Matrix Concepts is the company for you.

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## Old Shanghai - Matrix Annual Dinner 2019

**26 January 2019 – Taking place in an elegant surrounding of Old Shanghai, Matrix Concepts Holdings Berhad celebrated its 21st Anniversary with business associates, employees, stakeholders and members of media in the presence of its senior management team during the Annual Dinner at d'Tempat Country Club, Bandar Sri Sendayan.**

More than 1,200 guests attended the celebration, which this year was themed 'Old Shanghai'. It was a colourful evening as many came wearing their Shanghaiese best dresses and suits, and were treated to a scrumptious Chinese set dinner with entertainment lined up throughout the evening.

"I extend my sincerity to our valued business partners, management and staff. We believe that in this 2019 we will set our sights towards greater accomplishments ahead and will be more successful," said Dato' Lee Tian Hock, Group Executive Deputy Chairman of Matrix Concepts Holdings Berhad.



At the end of the night, everyone had an amazing time and some even left with smartphones from lucky draw prizes, which included models iPhone Xs, iPhone XS Max, Samsung Note 9, and Huawei Mate 20. Among the winners for best dressed were won by Ng Boonyi from the HR & Admin Divisions, Nur Shameera from Corporate Communication Department, Randy Lee from Finance Department, and Mohd Shukri from Sales & Marketing Divisions.

"Tonight, I dressed not to impress but to express my feeling towards the Old Shanghai theme with bold colours and I am surprised to have been chosen as one of the winners for best dressed," said Nur Shameera, staff of Matrix Concepts.

"I was planning to change a new phone during this Chinese New Year since I have been using this old phone for about three years. Winning this Samsung Note 9 is totally a dream come true! Thank you so much Matrix Concepts," said Ms Kan Tung Lan, account supervisor of Finance Department.



Dato' Lee Tian Hock (middle) and Dato' Hj Mohamad Haslah together with the Board of Director, staff and guests tossing the colourful Yee Sang as a symbol of prosperity



(Middle) Datin Yong Chou Lian presented the grand lucky draw prize, an iPhone X Max, to Randy Lee and Wong Chalee.





(From left) Dato' Lee Tian Hock, Founder & Group Executive Deputy Chairman; Dato' Haji Mohamad Haslah, Chairman and Mr Ho Kong Soon, Group Managing Director together with the management launched the Chinese New Year event

# Old Master Q Lost In Yanxi Palace @ Bandar Sri Sendayan

**16 February 2019 – Inspired by Qing Dynasty architectures, this Chinese New Year, Matrix Concepts brought YanXi palace into d'Tempat Country Club, Bandar Sri Sendayan.**



Parents and their children were mesmerised by the energetic lion dance performance during the launching

The palace was beautifully decorated with Chinese New Year decoration and was receiving visitors starting 24 January till 3 March 2018 from 10 AM to 10 PM.

The official Matrix CNY celebration was attended by Dato' Haji Mohamad Haslah, Chairman and Dato' Lee Tian Hock, Group Executive Deputy Chairman of Matrix Concepts; Ho Kong Soon, Group Managing Director of Matrix Concepts, together with the management team, on a Launching Gimmick of 8 Lions Dance, followed with the stunning Acrobatic Lion Dance performances to give blessings, luck and great fortune to guests.

On the same day, the famous Hong Kong comic character Old Master Q (老夫子) together with his buddy Mr Potato (大蕃薯) and Mr Chin (秦先生), with the theme of "Old Master Q Lost in YanXi Palace (老夫子之《延禧宫》奇遇记) started their performance at 8:30 PM, which was followed by a legendary ancient Chinese Mask Changing Show, performed by 18 mystical masters at 9:00 PM.

During the weekend of the 16 and 17 February from 3 PM to 10 PM, visitors and guests were entertained with free activities and workshops, such as sand art, hand fan painting, calligraphy with



paper cutting, dragon beard candy, ting ting candy, and a mascot appearance of the God of Prosperity.

Commenting at the launching event, Dato' Lee Tian Hock, Group Executive Deputy Chairman of Matrix Concepts said: "Chinese New Year will always be a joyous time for all Malaysians, as together in the spirit of harmony, to share our joys and happiness in strengthening the bond with the community, regardless of ethnicity, culture and religion. Our d'Tempat Country Club is the most happening club in town and that is why we promise to showcase the best CNY event every year to all Negeri Sembilan folks, as well as visitors of our city."



In lieu of the festivities, Matrix Concepts has also organised a photography competition, with the theme of "Togetherness @ Bandar Sri Sendayan", which saw 631 photos of the best scenes at Bandar Sri Sendayan. The grand prize started from RM3,888 followed by RM2,888 and RM1,888; ten consolation prizes of RM388 each were also given out. The prize giving ceremony was held on the 29 th April 2019, where winners' photos were displayed at the Photo Exhibition of d'Tempat Country Club, a week after the prize giving ceremony.



(Middle) Dato' Hon Choon Kim, Organising Chairman for photography contest and Mr Lim Kok Yee, Chief Marketing Officer of Matrix Concepts presenting the mock cheque to the winners.





A group photo before the show starts with media, bankers, HOD and staff of Matrix Concepts

# Matrix Movie Night Out With Captain Marvel

**15 March 2019 – More than 80 media members and bankers were invited to the premiere of Captain Marvel during Matrix Movie Night Out at GSC Palm Mall Seremban, which began with a scrumptious dinner.**



Ho Kong Soon, Group Managing Director of Matrix Concepts (left) mingled around with the media and press during the dinner at Nando's.

Attending the movie night were Ho Kong Soon, Group Managing Director of Matrix Concepts, and Leong Jee Van, CEO of Property Development Matrix Concepts, together with Head of Divisions and Departments from Matrix Concepts Group.

The event was organised as part of Matrix Concepts' effort to strengthen the relationship between Matrix Concepts and media partners, apart from as an appreciation for their continuous support towards the company.

"We were so excited when we were told that Matrix is organising a movie night out with media. It was our first experience in Negeri Sembilan where all media were able to get together in a relaxed mode, enjoy a movie and dinner. Thank you Matrix for such a wonderful event," said Azillah Md Yusuff, press from RTM.

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Artist Impression

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# Avengers: Endgame – Matrix Movie Night Out



Members of the media enjoying Avengers: Endgame, which provided a spectacular ending.

**25 April 2019 – After Captain Marvel, Matrix Concepts once again organised another movie night out for the media and property sifu in KL for the most anticipated movie of the year – Avengers: Endgame.**

Approximately 40 moviegoers, including media, press, property sifu and Matrix Concepts' staff were there enjoying the dinner at Alexis Restaurant, followed by the movie screening at 8:00 PM at the GSC Signature Gold Class, The Gardens Mall Kuala Lumpur.

Present together were Leong Jee Van, CEO of Property Development Matrix Concepts, Lim Kok Yee, Chief Marketing Officer and Head of Divisions, and Departments from Matrix Concepts Group. Among the property sifu who joined the movie were Ishmael Ho, Daniel Gambero, Chris Chur, Charles Tan and Adrian Un.

The event was organised as a part of Matrix Concepts' effort to continuously have quality time with members of the media and the press.

"This year we wanted to give more than just a movie to the media and our property sifu, whom have been supporting Matrix Concepts all this while with their best commitment. We wanted to prepare activities in the pipeline to fit everyone's entertainment needs such as this movie night out," said Leong Jee Van.



(From left) Lim Kok Yee, Chief Marketing Officer of Matrix Concepts and Bryan Lee, Deputy Head Group Sales and Marketing, together with Lily Fong, Head of Sales StarProperty and Gan Fock Yong, StarProperty



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(Second from left) Mr Ho Kong Soon, Group Managing Director of Matrix Concepts exchanging the agreement with En Mohd Ariffin Bin Ismail, Chairman of Koperasi Kemajuan Tanah Negeri Johor Berhad. Present together, (left) Mr Leong Jee Van, Chief Executive Officer of Property Development Matrix Concepts; Dato' Lee Tian Hock, Group Executive Deputy Chairman; Dato' Hj Mohamad Haslah, Chairman of Matrix Concepts together with Mej (B) Hj Zainal Abidin Bin Ali, Treasurer of KopKeTa and En Zainudin Bin Mohamed, Secretary of KopKeTa.

# Joint Venture Agreement Of Bandar Seri Impian 2

**2 May 2019 – Matrix Concepts, a subsidiary of Matrix Concepts Holdings Berhad, has signed a joint-venture agreement (JVA) with Koperasi Kemajuan Tanah Negeri Johor (KopKeTa) to extend the development of Bandar Seri Impian in Kluang, Johor.**



The JVA was signed by Ho Kong Soon, Group Managing Director of Matrix Concepts and Leong Jee Van, Chief Executive Officer of Property Development Matrix Concepts, together with Mohd Ariffin bin Ismail, Chairman of KopKeTa, Zainudin bin Mohamed, Secretary, and Mej (B) Hj. Zainal Abidin bin Ali, Treasurer.

The signing ceremony was witnessed by Dato' Haji Mohamad Haslah bin Haji Mohd Amin, Chairman of Matrix Concepts and Dato' Lee Tian Hock, Group Executive Deputy Chairman.

The additional 309-acre development, named Bandar Seri Impian 2, will comprise of 3,300 residential and commercial units with gross development value of RM1.2 billion.

"The development of Bandar Seri Impian 2 is a continuation of the 900 acres Bandar Seri Impian 1, which has been in development since 2005. Apart from constructing housing units through the development of Bandar Seri Impian 2, which is expected to take seven years, Matrix Concepts is also giving more emphasis to commercial components and recreational activities," said Dato' Lee Tian Hock.

Matrix Concepts has high hopes to develop a shopping mall, fitness centre, an institution for higher learning and a mosque for the convenience of Bandar Seri Impian's residents and neighbouring areas. With a population of more than 30,000 residents, Bandar Seri Impian can become a strategic area to provide harmonious living, as well as stimulate the area's economic development.



Dato' Lee Tian Hock, Group Executive Deputy Chairman of Matrix Concepts, shares his hope to develop a shopping mall, a fitness centre, an institution for higher learning and a mosque for the convenience of Bandar Seri Impian 2's residents and also neighbouring areas.



En. Mohd Ariff Bin Ismail, Chairman of Koperasi Kemajuan Tanah Negeri Johor Berhad signing the agreement for the new project of Bandar Seri Impian 2.







(From left) Dato' Lee Tian Hock, Group Executive Deputy Chairman of Matrix Concepts; Dato' Haji Mohamad Haslah, Chairman; Ho Kong Soon, Group Managing Director of MCHB, together with Directors, were treated to a scrumptious Tarbus food buffet from d'Tempat Country Club.

# Celebrating Ramadhan With The Media & Matrix Staff

**24 May 2019 – Aligned with our annual Raya tradition, Matrix Concepts organised a Majlis Berbuka Puasa with members of the media and Matrix Concepts staff at d'Tempat Country Club, Bandar Sri Sendayan, with close to 80 media friends from Negeri Sembilan and Kuala Lumpur, together with 250 Matrix staff.**



The Buka Puasa event was specifically a symbolic appreciation and celebration of staff members as well as the media, whom have all given their best commitment in covering the many milestones, stories and activities of Matrix Concepts during the month of Ramadhan.

"This was a great opportunity in strengthening the relationships and serve as a platform for Matrix Concepts to continue its bond with the media," said Dato' Haji Mohamad Haslah.

It was a very lively celebration as members of the media and Matrix Concepts' staff stayed till the end of the event, singing together two Raya songs which added to the Raya vibes.

Present during the event were Dato' Lee Tian Hock, Group Executive Deputy Chairman of Matrix Concepts; and Ho Kong Soon, Group Managing Director of Matrix Concepts, Board of Directors, management and staff from Matrix Concepts.







(Third from right) Dato' Haji Mohamad Haslah, Chairman of Matrix Concepts, presented the mock key to Menteri Besar Negeri Sembilan, YAB Dato' Seri Haji Aminuddin bin Harun (third from left) of handing over the Sheikh Haji Ahmad Mosque Bandar Seri Sendayan.

# Handing Over Sheikh Haji Ahmad Mosque, Bandar Sri Sendayan



**11 April 2019 – With our CSR commitment that falls under four main pillars, namely education, sports, community and religion, Matrix Concepts Holdings Berhad handed over the Sheikh Haji Ahmad, Bandar Sri Sendayan Mosque to Jabatan Agama Islam Negeri Sembilan (JAINS) for the use of Muslims as a centre of worship, education and the development of Islamic teachings.**

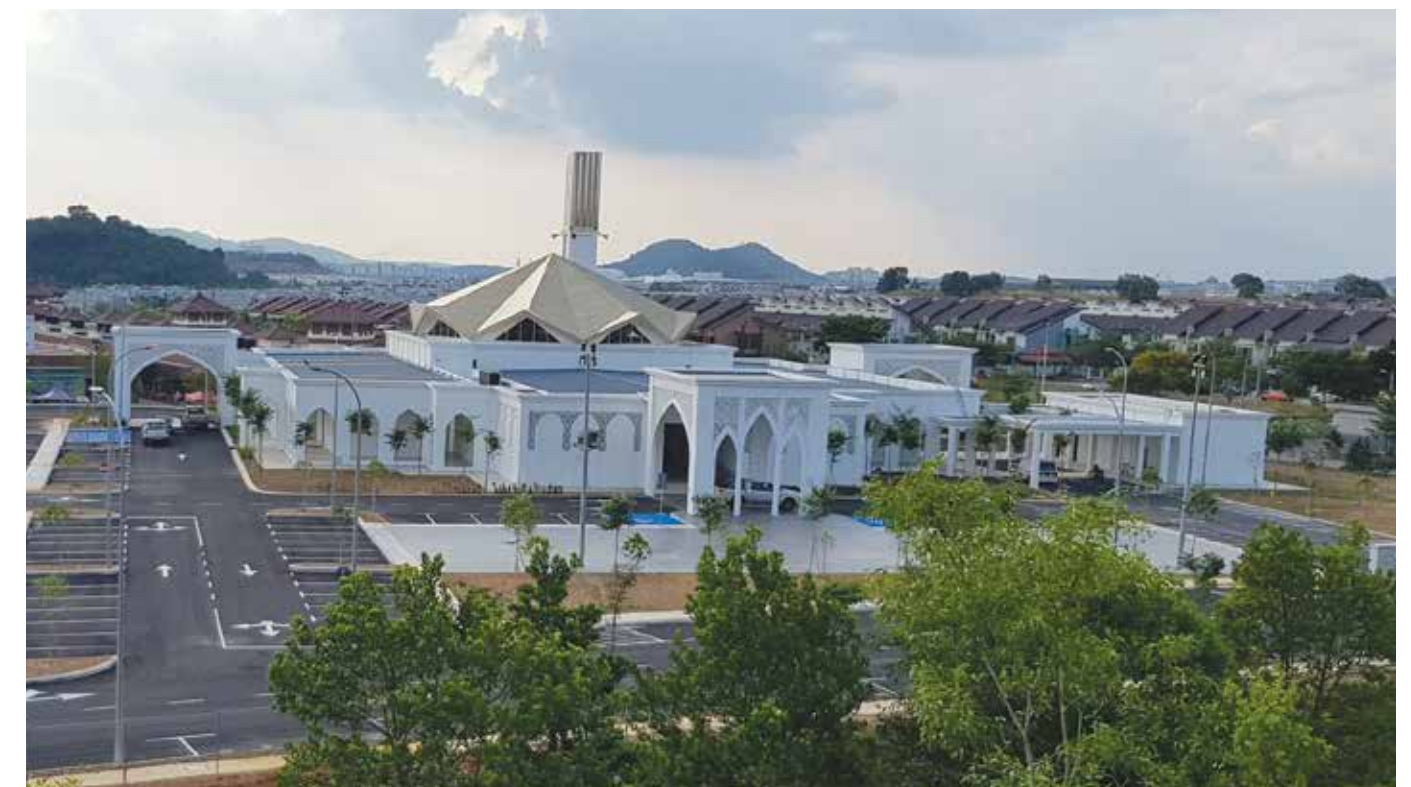
Sheikh Haji Ahmad Mosque, Bandar Sri Sendayan in an area of 4.08 acres was built at a cost of RM15 million and could accommodate 1,556 pilgrims, which is currently the largest mosque in BSS - equipped with a male prayer room that can accommodate 579 pilgrims, whereas women's prayer rooms can accommodate 317 pilgrims, and 660 pilgrims for open prayer rooms.

Present during the ceremony were YAB Dato' Seri Haji Aminuddin bin Harun, Chief Minister of Negeri Sembilan; YB Dato' Zulkefly Mohamad Bin Omar, Yang DiPertua Dewan Undangan Negeri Sembilan; YB Sohibus Samahah Dato' Hj. Mohd Yusof bin Hj. Ahmad, Mufti of Negeri Sembilan; YBhg. Dato' Hj. Mohamed bin Hj. Hussein, Chairman of Majlis Agama Islam Negeri Sembilan (MAINS); En. Mohd Zaidi bin Ramli, Director of the Negeri Sembilan Islamic Religious Affairs Department; Dato' Haji Mohamad Haslah bin Mohamad Amin, Chairman of Matrix Concepts Holdings Berhad and Ho

Kong Soon, Managing Director of Matrix Concepts Holdings Berhad.

"Indeed, the success of the construction of the Sheikh Haji Ahmad Mosque has clearly demonstrated a strong cooperation and solidarity among government leaders with Matrix Concepts in the aspect of human and religious development. The State Government wants to balance this rapid development with the integrity of spiritual development among the people," said Dato' Haji Mohamad Haslah bin Mohamad Amin, Chairman of Matrix Concepts Holdings Berhad.

During the end of the handing over session, Dato' Haslah specially announced that Matrix Concepts will be contributing a van jenazah (funeral van) for the use of preparing and transporting jenazah for the community.







(Second from right) Tuan Hj. Mustaza, Head of Authority Liaison, receiving the appreciation certificate on behalf of Matrix Concepts from YB Tuan Veerapan A/L Superamaniam, Negeri Sembilan Exco (Third from left). Present together was Pn. Norhazni Binli Mat Sari, Director of Environmental Department Negeri Sembilan (JASNS)

# Protect Our Species On Earth Day Celebration

**21 April 2019 – Earth Day is a global event that celebrates our planet's environment. Every year, on 22 April, more than 500 million people from 175 countries host different events to protect the Earth.**

In conjunction with Earth Day, Jabatan Alam Sekitar Negeri Sembilan has taken an initiative by organising a state-level Earth Day 2019 with the theme Protect Our Species. The main objective of the event was to promote ideas of ecology, encourage respect for life and highlight the growing concern over the critical pollution that strikes our Earth today.



Staff from Matrix Concepts Holdings Berhad, d'Tempat & MGS pose for a group photo during the Earth Day event

The event was officiated by YB Tuan Veerapan A/L Superamaniam, State Health, Environment, Cooperatives and Consumer Affairs Committee Chairman, with an opening remark by Puan Norhazni Mat Sari, Director, Negeri Sembilan's Department of Environment while Matrix Concepts were represented by Hj. Mustaza Musa, Head of Government Liaison and Carmen, Head of Company Secretarial, for the launching ceremony.

As a caring developer focused on environmental sustainability, Matrix Concepts was proud to be one of the event's strategic partners. The event was lined with heaps of interesting activities such as Zumba, cycling, jungle trekking, live performances, lucky draws and the most anticipated event activity for the day, Jungle Treasure Hunt.

Matrix's team also took part on this enthralling nature-game where the participants were required to cross the forest reserves for seven kilometres. Each group were given a nature-related question which they have to find clues sprawled along

the jungle. Along the way, participants were able to explore the serenity of the jungle ambience, sounds of poultry and birds, see rare species of trees and at a certain point in the train, be enchanted by a 300 year old Chengal tree which is said to be the second oldest tree in Malaysia, next to a 1,500 year old tree in Taman Negara, Pahang.

"This fun and informative event is a great way to learn about the current environmental issues to help protect our species as well as approaches that we can take to really help our Mother Earth. In line with Matrix Concepts' tagline of 'Nurturing Environment, Enriching Lives', we are eager to be part of this Earth Day celebration in promoting and instilling a caring attitude towards the environment. We were so honored to be a part of the event and provide opportunities to our staff to engage with nature," said Hj. Mustaza.

The ceremony ended with a tree planting session and poultry releasing into the forest by the VIPs.



Visitors enjoying the game and prize at Matrix Global Schools' booth.







A riveting performance named 'Diabolo' to enliven the night

# CNY Celebration With Community In Bandar Seri Impian



**16 February 2019 – As spring approached, Matrix Concepts Kluang Branch welcomed everyone to a CNY celebration at Matrix Galleria, Impiana Square in Bandar Seri Impian, Kluang.**

Families came to the celebration starting 6 PM and were entertained with a strong lineup of performances that lasted until 10 PM.

Visitors were enthralled with spectacular performances such as the Chinese Orchestra, Lion Dance, Dragon Dance, 24 Festive Drums, lucky draws and a God of Fortune walkabout. Many visitors were seen enjoying the food offered by the slew of food trucks. Highlights of the event included a performance by Lollipop F, a Taiwanese-based singer, along with local singers JY and VIP group, Riona and Awma.

The celebration allowed the surrounding visitors to communicate and interact as a whole.



(Left) Aeric Lee, Manager Sales & Marketing Southern Region (Johor) presenting the grand prize lucky draw to one of the lucky visitors



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### BY THE POWER VESTED IN COFFEE

To date, there are over 120 known varietal of coffee cherries traded globally. But in Malaysia, the bean of choice is Coffea Liberica.

Volume 11; January 2019



### HOME IS WHERE THE HEART IS

With nine precincts, three categories of housing development and a Central Park with a lake, Tiara Sendayan is the perfect home for everyday living.

Volume 11; January 2019



### SAY IT WITH A LOVE LETTER

Moulds come in a variety of patterns, giving love letters the distinct bevels in its design. Check out this 'not-to-be-missed' recipe for this famously delectable wafer.

Volume 11; January 2019



### RESTYLE TO STYLE

Looking for ways to spruce up your home and/or increase its market value? An overhaul a bit out of the budget? Well, these tips might be the saving grace for your renovation dreams.

Volume 10; July 2018





In Malaysia, 14 per cent of deaths are attributed to Ischaemic heart disease at an average age of 58 years old, making the country one of the youngest age groups in the world to develop cardiovascular diseases. In a National Health and Morbidity Survey (2015), only one in four (1:4) cases of cardiovascular diseases are diagnosed between the ages of 18 to 59, with no statistical bias between rural and urban areas. In a paper published by Harvard Health, it pointed out that while men experience heart failure earlier than women, women have a lower survival rate in comparison. The significance lies in that men and women experience symptoms of heart attacks differently. With women, cardiovascular anomaly starts with atypical symptoms, symptoms that are easy to overlook, such as dizziness, fatigue and minor chest pains, which delays their seeking treatment. Furthermore, other diseases that only affect women can heighten the risk factor for coronary arterial diseases.

"Often, the symptoms are very atypical," says cardiologist Dr Jeyamalar Rajadurai, Sime Darby Medical Centre. "Very few have the classic chest pain. Instead, they usually come in with shoulder pain or stomach pain, which may be mistaken for gastritis. Sometimes they just come feeling tired or short of breath. Because of this, they are often misdiagnosed by healthcare professionals." She further stressed that often women with heart conditions mistaken their symptoms as effects of menopause, which opens the gateway for a fatal heart failure. Statistically, however, one in every four men and women die from heart diseases, so there is no gap or clear distinction between the genders.

Exactly what is the heart and why does it fail if it is the hardest working organ in the human body? Why has the rate of diagnoses and deaths increase so many folds in the past decade? What are some preventive measures against early heart failures that can be adopted? How does one stay out of being a statistic of the world's number one killer?

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*One thing that must be conveyed is that a heart failure doesn't mean the complete ceasing of its function; rather, it means that its natural functions are compromised.*

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# To thine own heart be true

**Heartaches from a heartbreak are real. Some pangs and throngs your thumper experience may be more alarming than what you might think. Listen to your heart ... as it's calling for you.**

Like an endless marathon until the finish line, the heart is the hardest working muscle in the human body — pumping and distributing blood, minerals, oxygen and nutrients through nearly 161,000 kilometres of blood vessels with every beat. The average heart pumps at 72 beats per minute and roughly 100,000 times a day. While it is one of the toughest muscles that make up the human anatomy, it is also the one organ most susceptible to early failure and irreversible tissue damage. According to the latest statistics on cause of mortality worldwide released by the World Health Organization, Ischaemic heart disease remains the number one killer among adults, claiming nearly 18 million lives a year.



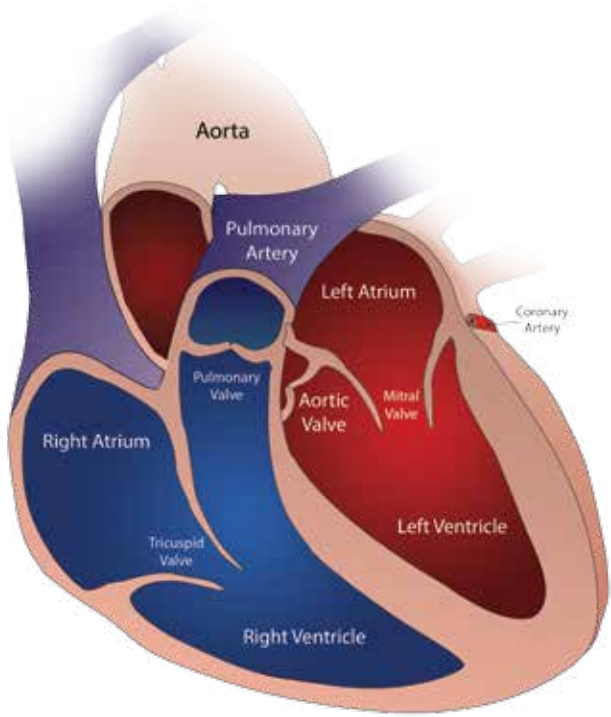


The human heart

A crash course on understanding the human heart begins with its anatomy. If the heart was a home, it'd be the plumbing and electricity as well as the home cooked meals — essential, vital and the one organ that keeps overall functionality at optimal performance. The human heart is not only responsible for circulating blood, but it also removes carbon dioxide and wastes while supplying oxygen and other nutrients to the tissues of every organ, muscle, bone and cell to continue being active.

Weighing anywhere between eight to 12 ounces, the heart is roughly the size of a large fist, located just off-centre left of the chest, protected by the rib cage. It has four chambers consisting of two atria and two ventricles — also known as the right and left hearts — separated by a muscle known as the septum. The rhythmic beat the heart produces is regulated by an electrical cell that behaves similarly to a pacemaker, contracting and releasing in unison. The right and left sides of the heart have different functions, though if one side was to be compromised by a blockage, it will carry on the strenuous work of the other in a matter for survival.

The right of the heart takes in deoxygenated blood from within the body and pumps it through the lungs so that the blood can receive oxygen and discharge carbon dioxide. The oxygenated blood then enters the left heart to process and push the blood back throughout the body via the aorta,



More money, more problem

More than any other preceding centuries, the 21st century has seen a spike in numbers of people suffering from and dying from one form or another of Ischaemic heart diseases. In every respect, the quality of life and life expectancy have vastly improved, yet so has the disease in claiming victims. Once considered an 'old people' disease, heart failure has plagued the current demographics of young adults — some being diagnosed as young as 20 years old with overall 20 per cent of patients being under the age of 40. "It used to be incredibly rare to see anyone under age 40 come in with a heart attack — and some of these people are now in their 20s and early 30s," said Dr Ron Blankstein, cardiologist of Brigham and Women's Hospital. "Based on what we are seeing, it seems that we are moving in the wrong direction."

The assumption is that young people are immune to heart failure, which is a dangerous presumption. Roughly one in ten young adults (20s) have high blood pressure and by the time they reach their 30s, they will have some form of constriction either from thickening of the muscle tissue (hypertrophic cardiomyopathy) or arrhythmia, which is an

irregular heartbeat extremely common among people of all age groups.

Again, the quality of life has vastly improved as has the disease. In a study published by Preventive Medicine, it claimed that the world is facing an epidemic of younger people living a sedentary lifestyle. "While young children are often thought to be the most active, the numbers showed that rates of exercise actually decline during the teen years," the study writes. "In fact, 19 year olds spend just as much time being inactive and sedentary as 60 year olds."

One of the main causes of heart failure is plaque deposits made up of wastes, cholesterol and lipids onto the lining of blood vessels often as a result of an unhealthy diet, lack of movement, and the abuse of drugs and alcohol. "Many people think that a heart attack is designed to happen," said Dr Blankstein, "but the vast majority could be prevented with earlier detection of the disease and aggressive lifestyle changes and management of other risk factors."





### Reality check and prevention

Prevention is better than cure. The truth is, heart disease is a silent killer. Unfortunately, the average Joe and Jane think that they are safe, immune from or otherwise unaffected by its wrath. Surely, it will not happen to me because I'm thin and/or I eat vegetables. However, statistically speaking, nearly half or more deaths from heart failures can be prevented or prolonged at a later stage in life. In a study published by Annals of Internal Medicine, researchers cite that by eliminating five risk factors, fatal heart diseases can be trimmed by half.

"Four out of five people have at least one modifiable risk factors for cardiovascular disease," writes the study. The study classified modifiable risks into five main factors in preventive care, ranking them in no particular order: exercise, healthy diet, maintaining an ideal blood pressure, cholesterol count and blood sugar, lose weight if necessary and not smoking. While heart failure increases with age, obstruction to vessels and cells will heighten its possibility.

Of course, a lifestyle change can be very demanding and seemingly impossible. However, if one is to measure the quality of a life against the quantity of the years, a slight change can vastly improve on and add onto a person's overall happiness. A choice that leans into better health is ultimately a choice towards happiness.




Once considered an 'old people' disease, heart failure has plagued the current demographics of young adults.


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# Keep On Climbing, Kiddos

**The greatest reward for a child is the boost of confidence associated with an accomplishment or overcoming a new challenge.**

Perhaps author Elizabeth Stone said it best when she wrote: "Making the decision to have a child is momentous. It is to decide forever to have your heart go walking around outside your body." Parents of active and hyper children can relate more than those blessed with a well-tempered and behaving child; but nevertheless, the same virtue applies. Rearing a toddler at a point when they've discovered their limbs can be frightening, especially in a world where all the worse-case scenario plays easily on loop, backed by horror stories abundantly scattered across social media and the news.

The phase when a child discovers movement is as pivotal for the child as it is for the parent. For the child, it is a point in his or her young life when they develop gross motor skills, which is an essential milestone for the child to internalise subconsciously their main muscle groups and possible usage. The fumbling, tumbling and curling allows the child to learn coordination and balance; the sooner they learn, the quicker they are able to navigate the big ol' planet Earth safely. For the parent, however, every jump might be too high; every fall too painful; every little scratch or bruise too scary. Parenting is a paradox of impossible choices. While it is crucial to keep your children safe, it is also strongly advised against to delay or stand against your child's development path. But there is one truth and one truth that lies certain for anyone of any age: we all fall.



As early as 18 months, toddlers gain control of their large muscle groups, allowing them to throw, kick, run and climb. They learn to fall first from low height in order to find out whether it is their grip or their legs that are giving way. As they advance, they test greater limits of height and mobility to determine their restrictions and commit that to mind. The more a child is reprimanded and told 'no' during their discovery phase, the more abject in the usage of their limbs they will grow to internalise. As much as a child's personality is behaviourally instilled, their confidence level is also socially and environmentally conditioned.

## Choose climbing

Children are natural climbers. This is the very reason why playgrounds are often at a height and with tools and pegs they can scale safely. Children also have an abundant amount of energy, which, if not fully expensed, the night will be one tireless yawn after yawn, screams after screams. According to Robin Harwood in his paper on Child Psychology: Development in a Changing Society, children generally become mobile at around six to eight months. With some assistance and encouragement, the child will start walking at nine to 12 months. Children also mark a milestone somewhere between two years by climbing stairs and can become advance climbers by the age of four. However, full climbing skills do not mature until around six to seven years old.

Every child is different, but every child deserves a childhood of interaction with the outside world away from the digital realm of games and stories. Raising an actively fit and socially engaged child helps them grow into confident, accomplished adults.

Indoor climbing is currently the fastest growing sport in the world. Climbing gyms have been sprucing up all over the world, making the sport more accessible than ever before. With the spike in interest, climbing gyms have also designed curricula to assist children in learning the sport of climbing as well as tackle any fears or misconception associated rock climbing.

Camp5 Climbing Gym opened its flagship outlet in 1Utama Shopping Centre in 2005 and has since expanded to four gyms across Malaysia, with two new outlets in the pipeline. The gyms offer varying children programmes, including Try Climbing, Try Bouldering and a specially modelled kids' only Cicak Club, which offers coached climbing sessions. Children under the age of 8 years climb for free throughout all of Camp5's outlets (if parents/guardian are members) and Youth entry fees are outlet specific.

**camp5**

Outlets:  
**Camp5 1Utama Shopping Centre**  
**Camp5 Paradigm Mall, Johor Bahru**  
**Camp5 Utropolis Marketplace**  
**Camp5 EcoCity**

For more information, please contact [climb@camp5.com](mailto:climb@camp5.com) or visit their website at [www.camp5.com](http://www.camp5.com).

Any reader of this article who wishes to take their children to try climbing, a 15% discount will be offered upon booking. Mention **Buletin Matrix** for discount.



X Park in Bandar Sri Sendayan is now open with full Xtreme game facilities!

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(From left) Chairman's wife, Datin Nur Simah; Datin Yong Chou Lian, Group Executive Deputy Chairman's wife together with Dato' Noordin, Vice Chairman of Matrix Concepts Foundation handing out the vegetable bouquets to single mothers as an appreciation gift

# Ramadhan With Pertubuhan Darul Asnaf & Perkasih N9



24 May 2019 – Matrix Concepts Foundation (MCF) celebrates the holy month of Ramadhan and welcomes Syawal with the less fortunate through Majlis Berbuka Puasa with Pertubuhan Darul Asnaf Sri Sendayan & Seri Tanjung Kuala Pilah and a CSR programme dubbed Sharing the Light for Pertubuhan Kebajikan Asnaf Setia Kasih Negeri Sembilan (PERKASIH N9).

In relation to this event, d'Tempat Country Club has also taken an effort in building a community chest dedicated to PERKASIH N9 to collect food items and groceries from the community surrounding Bandar Sri Sendayan from the first day of Ramadhan till 18th May 2019.

The initiative was well received with a total of six single mothers receiving groceries that were donated in order to ease their household expenses, especially during Hari Raya festivities.

"Matrix is always ready to commit to long-term CSRs, especially during the month of Ramadhan, and Syawal has become an annual tradition for MCF," said Datin Yong Chou Lian during the event. "We believe that it is our responsibility to make continuous efforts in building ties with the community by lending them a helping hand. It is an honour for us to be able to celebrate this joyous occasion with them."

To add more excitement and Raya vibes, each of the students and residents from both homes were presented with Duit Raya by Datin Nur Simah and Datin Yong Chou Lian.

Datin Nur Simah, wife to Chairman of Matrix Concepts, said: "Fasting is not just about withstanding hunger, thirst and refraining from acts that can cause us to invalidate it, but it is more than that. Helping others or this kind of practice can actually raise people's kindness in sharing the sustenance and blessings with the less fortunate."

Among those present included Dato' Haji Mohamad Haslah bin Mohamad Amin, Chairman of Matrix Concepts; Dato' Lee Tian Hock, Group Executive Deputy Chairman of Matrix Concepts; and Ho Kong Soon, Group Managing Director of Matrix Concepts.



(From right) Datin Yong Chou Lian, Group Executive Deputy Chairman's wife; Haji Mustaza Musa, Head of Authority Liaison Matrix Concepts; Dato' Noordin, Vice Chairman of Matrix Concepts Foundation and Datin Nur Simah, Founder of Pertubuhan Darul Asnaf handing over Duit Raya to all the students



In conjunction with Hari Raya Aidilfitri festival, Matrix Concepts Foundation contributes groceries to six families who are less fortunate from PERKASIH N9. (From left) Joined together were Datin Nur Simah and Datin Yong Chou Lian.



# The Blurred Roles Of The Modern Man

For millenniums, the gender male has been associated with roles such as the hunter, the builder, the protector, the provider and bread-winner. Since prehistoric times, the male has been encouraged and entitled to education in public relations and social welfare in order to take on positions of governance — be it at home, in the career field or public office. However, times are changing and the roles of the modern man has vastly shifted from a primitive era into the new age.

By Vivian Chong



The 21st century is one for the books, having started with one of history's largest scaled terrorist attacks with the bombing of the World Trade Center in New York City, claiming the lives of over 3,000 people. Every year since, the 2000s have been marked with distinct shifts in every respect — from technology to innovations, women taking up high positions in international political affairs, the fall of dictatorial leaderships and revolution of the people, as well as religious massacre across all continents and new discoveries in space. The 21st century also brought with it the iPod, Facebook, Instagram, a world population of 7 billion and the #timesup / #metoo movements that highlight the inequality and inappropriate harassment of the male gender towards its feminine counterpart.



Needless to say, this century has held up to its inevitable promise of change. With it, the roles of the man inherited from centuries prior have been lifted from its shadows and onto a global stadium with all eyes watching, stirring up a heap of questions if left unanswered will bring with it a disproportionate gap between the sexes and society as a whole. Looking back even just 50 years, a general family was defined with a male as a father-figure and a female as a mother-figure; the former carrying the responsibilities of ensuring the economy of the family while the latter cares for the younglings and manages the household.

The fastest accelerator to cause advancement is a threat to society. War brings change at a rate that no other circumstance known to man has ever kept pace with. With the two World Wars, women fell into the workforce, replacing drafted men at war at an astounding rate, tripling at the end of World War II aided by the Industrial Revolution. By the 1980s, women in male dominated professional fields rose to 80 per cent in both seasonal and full time employment with pay. The gender gap and definitive roles are not only measured by financial inequity, but also by the opportunities available within the centuries throughout the era of man.

Modern Masculinity

The term masculinity ascribe to characteristics and roles that define boys and men, such as strength, leadership, income, dominance, sportsmanship, liberty, and violence, among many others. The stereotypical way of addressing boys from a young age to toughen their morale sounds like, “Don’t cry. Real men shed blood, not tears.” That methodology of rearing boys into men have real consequences; assuming that well into their mature life, men are only considered manly if they are invulnerable, emotionally regulated, maintain a tough exterior, can instinctively tie up to eight varying types of knots, and build a fire with sticks and stones. This outdated ideology of masculinity has cornered the male gender into seclusion, often unknown to his peers and family members.

Masculine stereotypes are toxic to society as well as inundated to those having to keep up with the pretence. On average, women are more likely to be diagnosed with some form of mental health issues associated with social conditioning; however, statistics only account for the men who have sought treatment. While women’s rights movements pick up steam playing catch up from centuries of oppression and negligence, it is just as important to expand on the dialogue with issues facing men. Gender equality and equity need to work for everybody so that the sexes can come together in harmony, putting in affect real change.

Programmes have mushroomed in the recent years to renew credence to and redefine ‘masculinity’. In a viral video published by online media ATTN, a school in Nairobi, Kenya was seen teaching young female students self-defence while educating young boys on positive masculinity. Since the programme started, the city district has seen the rate of adolescent rape drop by 50 per cent with assaults being intervened nearly 75% of the time by witnesses. By addressing the perception of masculinity at a young age, as men age into their adulthood, they are able to escape from the conditional and environmental belief systems that define manliness. Take for example The Good Men Project, founded in 2009 by Tom Matlack to collect and share stories of when ordinary men had their eureka moment about their perception of manhood.

Gender equality and equity need to work for everybody so that the sexes can come together in harmony, putting in effect real change.



In his site, he wrote that there's a moment when each man “woke up, looked in the mirror and said ‘I thought I knew what it meant to be a man. I thought I knew what it meant to be good.’ And I realised I didn't know either.” Since its launch, the project has become a multi-platform media company, publishing books, making films and building communities, bringing thought leaders together to push the conversation of modern manhood into the 21st century, unbridled and unashamedly taking on topics such as relationships, family, business, health, sports, politics, and social affairs.

Other notable programmes like Movember, which takes place in the month of November, men are encouraged to grow their facial hair to raise awareness for prostate and testicular cancers, and The Representation Project, an organisation that advocates for social actions taken against entities with gender and social bias, are just a couple that hosts a large community and are fully accessible worldwide.

Masculinity in and of itself is not the villain; a narrow mindset and misinterpretation that it must take on certain characteristics and roles which cause toxicity and harm in society and to oneself is. Modern masculinity wears no one hat and is not cloaked underneath a list of macho adjectives. Instead, it is both vulnerable while being strong; it is being nurturing as well as being protective and able to provide. It is the man who leans in when it is right purely because it is righteous and it is the man who disposes of labels, restrictions and limitations with no bias regard. It is the man who champions and is championed to be whomever he so choose; it is the quality of a person who can embrace and be embraced, exactly as he comes.





Modern Courtship

Traditionally, boy would meet girl, boy would then discover that this certain gal in sight has that *je ne sais quoi* about her, begins a series of pursuit in wooing her time and attention—from writing letters and singing love songs, to staying on the phone for hours on end, spoiling her with gifts, going on dates to star gaze while holding hands—until one day it is evident that her heart flutters in sync to his, and they together form into a couple. Sounds like a dream and a day *en passe* against the swipe left, swipe right culture of modern dating. Across the globe, people are having less sex in what is being coined a 'sex recession', yet engaging in intimacy and finding a partner have never been more widely accessible.

In the last five years, marriage rate has dropped by nearly 30

*This power shift in relationship can be intimidating for single men with eyes set on settling down. Unfortunately, there's no shortage of rotten apples to spoil the allure of an entire tree.*

per cent in Asia in the median age, and it is the women who are calling the shots. In a study released by the National Bureau of Economic Research (US), it suggests that the decline of marriage is made prevalent by women being educated and earning substantial pay to pursue their own happiness. Women graduating from elite schools from 1976 onwards were more likely to marry two decades later than women who didn't further their education. As women come into the work field in droves, they also implant their feet firmly in the dating pool, with options aplenty and in no haste to decide on a whim.

This power shift in relationship can be intimidating for single men with eyes set on settling down. Unfortunately, there's no shortage of rotten apples to spoil the allure of an entire tree. According to Online Dating Statistics & Facts, more than 91 million people are on dating apps, which means, one male with ill-approach and malcontent during his conquest will somehow find his way onto the internet for purveyors of all sort to judge and find guilty of lewd behaviour. To simply put, women want more from their partners than ever before and it is not enough that he is able to put food on the table.

Perplexing times it is for the modern man. Once upon a time when being a decent person with a job was enough to secure a maiden; now, he not only has to consider whether his economic resources can measure up, but also ensure he is capable of paying attention to details, listening, being respectful, being honest, confident, have manners, aspirations, intelligence, a healthy social circle, and can be resilient when times fall hard and romantic on a Thursday evening ... just because. Overall it's a tall order, but consider this: men live longer and happier as a married man while women fare better while they are either single or living alone. It is also important to note that 70 per cent of divorces are initiated by women and once divorced, they are less likely than their counterpart to remarry.

Modern Leaders

From prehistoric times to present-day, men have always had an advantage being in business. Business refers to the trading of services and/or goods for profit, and each era has its prized commodity. In the Neolithic age, agricultural cultivation and domestication of livestock began, birthing the hunter-gatherer culture that would be ingrained throughout history for millennia until the industrial boom of the late 18th century.

The male gender has been responsible for the innovation and advancement of every category of business, starting with hunting, farming, philosophy, warfare, literature, exploration, architecture, science, medicine, construction, entertainment, banking, advocacy, politics, information and technology. Men helmed development of the old and new world so it is not a coincident that men continue to hold more than 70 per cent of executive-level positions globally.

However, desired leadership qualities have vastly changed in recent decades, mainly brought on by an increasingly diverse workforce which requires professionals in high ranking positions to be more communal over assertive, nurturing versus dominating, cooperative rather than demanding. In olden days, leaders were vested power over subjects without a reasonable doubt from top-down. This traditional form of leadership receives minimal external input while jeopardising growth and problem solving abilities, leading to high turnovers of staffers and lack of security. From small businesses to large corporations, a success story can only be realised by the collective work of people employed and leading the enterprise.

Today, the average man spends about one-third of his life working. Even if one were to chisel the lifetime down by half, that is still 45,000 hours spent on the job and simply plowing through it without much of a thought leads to an unfulfilled life. To be a modern-day leader, one doesn't need to preside over an institute and give inspirational speeches at annual general meetings. Leadership is, in all respect, progressive stages of influence with a host of traits easily adaptable and applied in everyday life.

Leaders act with intent. So while the complacent man may be a few clicks on the keyboard from Googling leaderships traits, it takes a confident modern man to be actively engaged in the habits of being true leader. The modern man learns constantly and is humbled by his evolving environment, regardless of the potential economic and social threats. There is no roadmap or blueprint to becoming the right type of leader, but to be a better version of oneself from yesterday.

*Leadership is, in all respect, progressive stages of influence with a host of traits easily adaptable and applied in everyday life.*





Modern Caregivers

The 21st century is indeed the century when men reinvent themselves. Historically, fathers have been posted by society to act as the law and order of a household, all while maintaining the home's economy. However, that dogma is quickly changing as more and more dads are choosing to play an active role in the rearing and nurturing of their younglings. Since 2000, the number of stay-at-home dads doubled and continues to increase by an average of 30 per cent every half decade. This trend is brought on mainly by a rise in professional women and the work-from-home culture. However, it is important to note that this is more than just a fleeting trend, it is a permanent change in the dynamic between parents.

Society has targeted much of parenting support to mothers. As such, mothers have a connection with their infant that is intuitive rather than developed. Modern dads taking on the role of not just fathering but parenting have a cut-throat challenge presented before them because the world has not caught up with their desires to be a good dad and not *simply* a father. Fatherhood is being rewritten and today's men are considered the best father-figures any generation has ever had—from spending more time with their children to doing housework, even the busiest of working fathers have placed family welfare above social reputation.

In a survey conducted by Aviva Insurance of stay-at-

*While women are trailblazing in the professional arena, men are also breaking the invisible dome that surrounds their role as a parent.*

home dads, 75 per cent of respondents cited that they felt increasingly fortunate to be able to spend so much time with their children with only 10 per cent claiming that it compromised their manhood. Child rearing is without question taxing for both mothers and fathers, but there is a deep-seated stigma against hands-on fathering.

Sociologist Scott Melzer, who have been studying masculinity for the past 20 years, noted that men who parent often feel "marginalised, distrusted and feared by moms." He writes that the experience can be alienating. "Men are expected to be breadwinners, to work, not to be stay-at-home dads. To take on this huge social norm, it's good to have a support network to lean on and to reinforce that you're making a good choice. That's really important when bucking social trends."

The modern man as caregivers are drafting a new guideline on fatherhood and parenting. It is essentially important that communities alike maintain an open mind as well as offer support. While women are trailblazing in the professional arena, men are also breaking the invisible dome that surrounds their role as a parent.



The Modern Man

The blurred roles of the modern man are inseparable from the new definitive roles of the modern woman. The gap between the genders that have existed since prehistoric times are closing in gradually, though still sluggish at best. While this may seem thwarting to some men, many whom have embraced the shift finds themselves in an enlightened partnership with their equals in self-development, career, family life, community, health, social cause, governance, economical stability and overall contentment

with life. What defines a man will remain the same, however, what defines modernity will perpetually change.

In the words of famed behaviour scientist and author Dr. Steve Maraboli: "Look around you. Everything changes. Everything on this earth is in continuous state of evolving, refining, improving, adapting, enhancing, and changing. You were not put on this earth to remain stagnant."



# You're #tagging wrong!

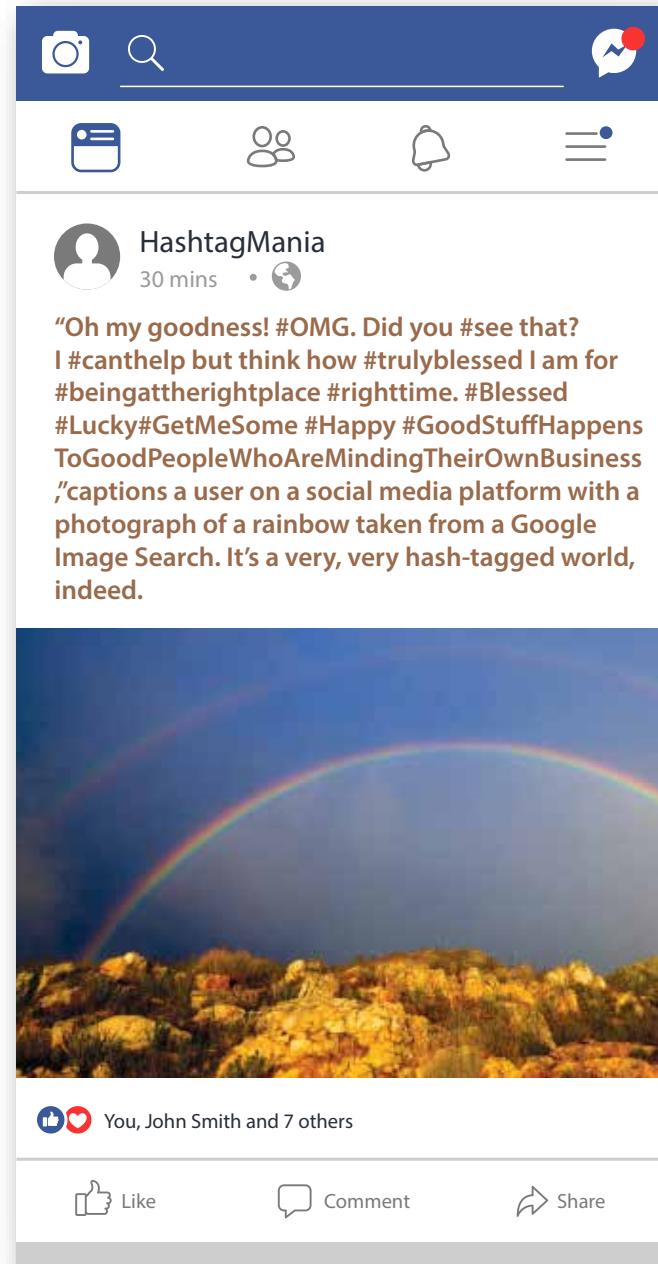
One fine day in 2009, social media platform Twitter announced that it would allow hyperlinking via hashtags (#) so that user-generated content can be gathered and filed under one specific collection — an archive of a sort — to see what is 'top trending' in the realm of its members. To say the rest is history is to undermine the ever-shifting anomaly that hashtagging has become. As with anything left in the hands and minds of humans, evolution of its core is imminent and expected. Jumping on the wagon later in the game are Facebook and Instagram, which opened the metadata tagging system to a wider audience, further fixating the process as commonplace.

It's now been ten years since hashtags opened for public use and, needless to say, the metadata filing is still as relevant today, if not more. Hashtags enable social media public figures to gain followers, pinpoint an exact audience and help thrusts campaigns forward, whether brand generated or as social advocacy. In a recent study released by Jumper Media, hashtags can increase visibility and engagement by nearly 13 per cent, versus a post sans hashtags. Furthermore on Instagram, of the 95 million posts uploaded daily, more than 70 per cent goes unseen by any eyeball. However, this could be a fallacy in the way users are generating their hashtags and/or the piggy-backing on already wide-spread hashtags that are irrelevant in their entirety.

So why is that that few from the mass become #instafamous while others fall to the wayward despite every post being hashtag heavy? The answer lies in understanding 'how' hashtags work and 'what' messaging is being transmitted. Whether you're the average Joe or a brand looking to stir up dialogue with consumers, the pairing of the right hashtag onto the right platform are inseparable.

## Insta-insta fame

Instagram uses hashtags very differently than its other social media platform competitors. For one, the photo-sharing application boasts a whopping one billion active users and is ranked second to Facebook as the most engaged with network



worldwide. More than 70 per cent of its users are under the age of 35, making it one of the youngest demographic with more than 500 million users posting a minimum of one photo daily. When it comes to engagement, Instagram is also four times more effective than Facebook to garner interactions.

However, keeping up with Instagram followers and retaining relevancy has its challenges, mainly due to the saturation of posts daily. Instagram uses hashtags as a sorting process, kind of like compartmentalising all that is available on its platform. In a general rule of thumb, one looking to effectively communicate via hashtagging should apply the high-density equates to high competition theory.

On Instagram, it isn't the amount of hashtags per post, but rather multiple posts with the same hashtag to instil an impression. With this platform, less is more but never skip the hashtag.

## Stingy Facebook

Facebook is most frequently seen with dialoguing hashtags, an overuse of the hyperlinking process to the point of exhaustion. Little do users know, posts generated with more hashtags are less likely to be seen or viewed by others. In a study by Surepayroll, it found that Facebook posts sharing one to two hashtags receives roundly 170 more interactions than posts with more than three hashtags. With no character limit, one would assume that there can be no overuse of words or hashtags; however it was found by Spout Social that Facebook users engage 86 per cent more with posts that contain between 40 to 80 characters, which deems the hashtag rather redundant. In this respect, to gain 'viral' status on Facebook, it's best to keep the quip down a minimum. Long, wordy, hashtag filled posts turn-off users from sharing or liking. Furthermore, the long extension calls for users to click 'see more' in order to get the fullness of the post rather than it catching with little effort on the readers' part. Again, less is more; but even more so when it comes to Facebook.

Because of the way the dashboard is design, hashtags oftentimes look 'odd' to the viewer. Safe to say, when aiming to gauge an audience with Facebook posts, hashtags should not be a priority, but rather supplementary.

## An original Tweet

From whence it came, whereto it stays. Twitter hosts the most advanced system of hashtag filing among all platforms, mainly because it was Twitter that started the revolution. It is also Twitter that hosts the largest library of successful hashtag campaigns and dialogues. Businesses or public figures looking to drive a certain conversation, it is crucial to take note that the lifeline of tweets globally is only a short 15 minutes.

Using hashtags on Twitter is also a complex game. It must be used in a very specific manner so that its' purpose is not lost within the small window of opportunity. Because of its relevancy, before imploring a hashtag campaign, one must do immense amount of research, namely understanding one's competitor, word association and target audience. In late 2017, Twitter doubled its character limit to 280, albeit met with heavy criticism from its loyal users. One of the unique points about Twitter was its brevity in messaging, capping the iteration of hashtags and other nonsensical expression. While the push for an expanded conversation seemed noble, studies released from Twitter showed that traction for created content reaching 280 characters rests at 1 per cent. Users still prefer to cap their word count between 140-190 characters to convey seamless context with a distinct hashtag to marry.

Clearly, hashtags should be used with caution. To reiterate, less is more across all platforms. Dialoguing hashtags poses more redundancy and disregard than a simple clear caption with one or two hashtags. #internetwisely #hashtagrules





# A Balanced Life With M.Greenvale, Melbourne

**Set to break ground during the second half of 2019, M.Greenvale is set to attract even the most committed urban dwellers to shift into the euphoric zen of suburban living.**

What exactly is urbanisation? The simple explanation is the migration of the populace into areas to develop the culture, infrastructure as well as overall liveability, ultimately building townships and cities. All of today's townships and cities were once a field of greens and earth, of ferns and archaeobacteria and animals within the land's kingdom. While the country-continent Australia hails as one of the largest standalone land mass on planet earth, only 63 per cent of the land has been made habitable for humans. New South Wales is, by far, the densest liveable area in the country, boasting roughly 1,580 square kilometres of habitable area, followed by Victoria at 1,800 square kilometres.

Despite only more than half of the country's land and resources are being consumed by the country's residents, development is still sluggish to meet the growing demands of Australia's population growth. According to the World Bank, Australia's population is growing at a steady rate of 1.3 per cent per annum, adding to its populace by half a million every year from birth and migrants. Undisputed, Australia is considered one of the most liveable countries in the world, with Melbourne, Victoria holding the title of the most liveable city, according to the Economist Intelligence Unit, for seven consecutive years before 2019, where the city was knocked from its perch by Vienna, Austria. Holding the title for more than half a decade, the city blossomed and mushroomed its development to cater for the growing population within the district.

Although New South Wales is the most developed of the states in the country, Victoria over shadows NSW by nearly 270 per cent in terms of per resident per development with the capital city Melbourne hosting more than 70 per cent of its populace. Little known fact about Melbourne, the city has the highest number of eateries and cafes to the number of people than anywhere else in the world.



In late 2017, the property market in Melbourne, and the whole of Australia, saw a slowdown. According to investment and property insight house CoreLogic, the slowdown was the result of a rapid growth in demand, which led to an accelerated spike in property prices. In the past five years, property prices in Australia has shot up nearly 55 per cent, which has lifted the suburbs of Melbourne's property price up to a median of a million dollars. Concerns of over-development have been tossed up in the air, with SQM Research quipping of oversupply versus demand in the Melbourne district and predicts a yield space of 19 per cent, driving the rental market to a steep dip. However, the Australian Housing Outlook disputes that this

slowdown will only be temporary, picking back up in the second half of 2020, especially for the semi-rural areas northwest of Melbourne.

## Right time, right place

Matrix Concepts debut its development in Australia with M.Carnegie in 2016, winning accolades such as "The Best Investment Property Award" from the Das Prix Infinitus, inspiring the group to further its footprint in the country. After rounds and a few months of surveys, the group settled on Greenvale,

Victoria, a northwest suburbs approximately 25 kilometres from the central business district (CBD) of Melbourne city.

The housing property to be known as M.Greenvale will sit on 10 acres of land divided into 70 lots with varying house and land packages. Idly located adjacent to the Greenvale Reservoir Park, the project will break ground during the second half of 2019, with its major infrastructure built and completed by the end of 2020 to early 2021.

Greenvale offers potential unlike any of its neighbouring suburbs which makes the district attractive for development. Inching just above 14,000 in population, the township is young by all means, including its demographics (median age of 36 years) and housing price. As a fairly green suburb, major development only started in the area in the mid-90s, including the opening of Greenvale Shopping Centre, Coles Greenvale, the Roxburgh Park Shopping Centre and academic establishments for the neighbourhood — Greenvale Primary School, St. Carlo Borromeo Primary School, Greenvale Montessori Preschool, the Aitken College, and Kolbe Catholic College. The township also has its own medical centre, the Greenvale Medical Centre, which recently moved its establishment to Greenvale Shopping Centre to be more accessible.

Connecting the township to other suburbs and into the CBD is the Roxburgh Park Station, roughly 3 kilometres away from M.Greenvale. Another distinct feature is its close proximity to Melbourne Airport and the M2 Highway, both of which are under 10 kilometres away. Comparatively, the median housing market is priced at AUS 820,000 in up and coming suburb Bundoora as opposed to Greenvale's median housing market priced at AUS 722,500.





The suburb mindset

Once, the vie for a city area code was all that mattered. By traditional means, status and financial positioning rested in the location where one chose to build a home and/or was raised. However, that mentality is quickly shifting as younger families aim to strike an equilibrium with work and lifestyle to fit within a reasonable budget. More so than previous decades, the masses are migrating into townships and suburban areas to raise their children within their means.

While city-dwelling offers more activities and entertainment options along with ease in transportation, the lifestyle is best suited for young singles or those seeking to be wowed by cultural diversity. The cost of living is, without question, much more burdensome for a life built in the city. Furthermore, there is safety concerns as, on average, crime rates are higher in urban areas as opposed to the suburbs. Of course, there are evident trade-offs stepping out and living along the outskirts, but there are more gains than there are compromises.

According to the Coastal Councils of Australia, more young people are moving out of big cities, opting for a quieter, more economically sound and safer environment. The mindset that the suburbs are for retirees has become outdated — as evident from the median age of suburb dwellers averaging at 36 years old. "Housing affordability, traffic and other forms of congestion that affect lifestyle and amenity are often cited as reasons for leaving [city]," writes former Deputy Prime Minister Barnaby Joyce in response to rising cost of living in major cities. In recent years, Sydney and Melbourne have both lost an estimated 16 per cent of its residents, with a hefty number of them migrating into the suburbs.



"The are not generally too far from the CBD," says Nerida Conisbee, chief economist, REA, "but offer large blocks, big homes and often historical townships." Conisbee attributes the shift to a lifestyle relocation. "Jobs are becoming more flexible and many people can now work a significant amount of time from home. It is no longer necessary to be in the office every day," he continues.

Suburb living provides some clear benefits that city-living just don't have, namely value for money when it comes to property investment. Other highly sought-after advantages include smaller classrooms for more interactive and hands-on education for children, more space, less crimes, free parks and outdoor activities, and a slower pace of life which can enhance both mental and physical health of an individual.

M.Greenvale is such a property — conceptualised to be built to cater to the shift into suburb mindset.

M.GREENVALE  
3 0 5 9

MEETING  
PACKAGE

GOVERNMENT  
RATES  
ARE AVAILABLE  
FOR ENQUIRIES  
016 908 5996



HALF DAY MEETING PACKAGE

Package is inclusive of :

- 1x coffee break
- 1x lunch
- Usage of meeting room for 4 hours
- Basic PA system with 2 microphones
- LED screen / LCD projector
- Writing materials
- Whiteboard
- Flipchart
- Bottled drinking water
- Mints

RM70.00NETT  
(PER PERSON)



FULL DAY MEETING PACKAGE

Package is inclusive of :

- 2x coffee break
- 1x lunch
- Usage of meeting room for 8 hours
- Basic PA system with 2 microphones
- LED screen / LCD projector
- Writing materials
- Whiteboard
- Flipchart
- Bottled drinking water
- Mints

RM88.00NETT  
(PER PERSON)



012 628 3848





## Mega Familiarisation



**12 April 2019 – d'Tempat Country Club organised a Mega Familiarisation Stay in collaboration with d'Sora Boutique Business Hotel and X-Park Sendayan.**

Among those who participated were selected federal government officers from Putrajaya together with Seremban-based corporate companies.

The main objective of the trip was to promote the blooming township of Bandar Sri Sendayan as a feasible and potential MICE and Sports Tourism destination, where d'Tempat Country Club and X-Park would be the focal point of activities.

The guests and their families were greeted warmly by the Matrix Concepts Groups' Hospitality Division. The trial brand of d'Sora Boutique Business Hotel provided the function space, meals and activities at both d'Tempat Country Club and X-Park Sendayan. Among the activities, the participants were exposed to adrenaline pumping Go-Karting competition, basic archery and thrilling Flying Fox.

d'Tempat Country Club and d'Sora Boutique Business Hotel aim to facilitate and promote their finest services and activities to guests. The club and hotel are ready to showcase their continuous support towards the tourism sector in Negeri Sembilan.



## Welcoming Ramadhan - Bubur Lambuk

**26 April 2019 – The management and employees of d'Tempat Country Club, Bandar Sri Sendayan, distributed over one thousand packages of bubur lambuk to three local mosques: Masjid Sheikh Hj Ahmad, Bandar Sri Sendayan, Masjid Hussain, Seremban 2 and Masjid Al-Taqwa, Paroi.**

The preparation of the delicacy started as early as 5:00 AM at the clubhouse. Once the bubur lambuk was made, all the employees of the club gathered and worked cooperatively in packing the very popular dish.

The packets were distributed soon after Friday prayers at the mosques and, needless to say, it was quickly snapped up. Since year 2016, the club has been distributing food in conjunction of d'Tempat Country Club's annual event, Tarbus Buffet Dinner during the holy month of Ramadhan.

There are various versions of the origins of the humble bubur lambuk. Some argue that it originates from Indonesia; however, die-hard Malaysian bubur lambuk followers will venomously deny this, saying it is associated with the old mosque of Kampung Baru, Kuala Lumpur.

Another infamous version draws back to the items of the Holy Prophet Muhammad and the enduring siege of Medina during the War of the Trenches or Perang Khandaq.

Whichever version, the bubur lambuk is here to stay and has become a well-known staple during Ramadhan as a kind gesture to be handed out to neighbours and friends.



Some varying takes on the porridge are made with a mixture of rice, spices and vegetables with chunks of chicken meat to add flavour, as well as sweet potatoes and dried prawns. It is not surprising that the bubur lambuk became a staple for its cheap and easy preparation while accommodating all the food groups, such as protein and carbohydrates.





# MayDay 2019 Celebration

**1 May 2019 – The Sports & Recreation Department of d'Tempat Country Club recently organised its first ever MayDay 2019 event on Labour Day. The event was opened to the public and communities in Bandar Sri Sendayan and Seremban.**

Numerous stalls and exhibition booths were set up, showcasing various products and services. Among the highlights were 11 superbikes by Seremban XL Motors and the latest Proton X70 and Personal models provided by Grand Arena. The other exhibitors were Wawa Beauty and Skin Care, Fly Tone 360 VR (Virtual Reality) Game Booth, Astro, Coway, OM Security Doors, Ikan Laga (Fighting Fish), Cuckoo, Songkok & Tarbus Serbaini Jamil, and DIY Sewing Booth. Food stalls from the clubhouse were also present, serving simple yet delicious local snacks, like burgers, fried chicken and corn in cup.

Activities lined up for the day included a Zumba session with Coach Shirley and Coach Quah, which kick-started the event in the morning, a self-defense demonstration and flash mob by Persatuan Seni Silat Cekak Malaysia Negeri Sembilan that



caught everyone present by surprise with a 'real life self-defense' show.

For the first time ever, the clubhouse used the magic of rhythm to bring the members, guests and also staff together by organising a Drum Circle from the creative and talented team from MY Adventure Host Training and Expedition. It was indeed an exciting and exhilarating experience for all participants, young and old.

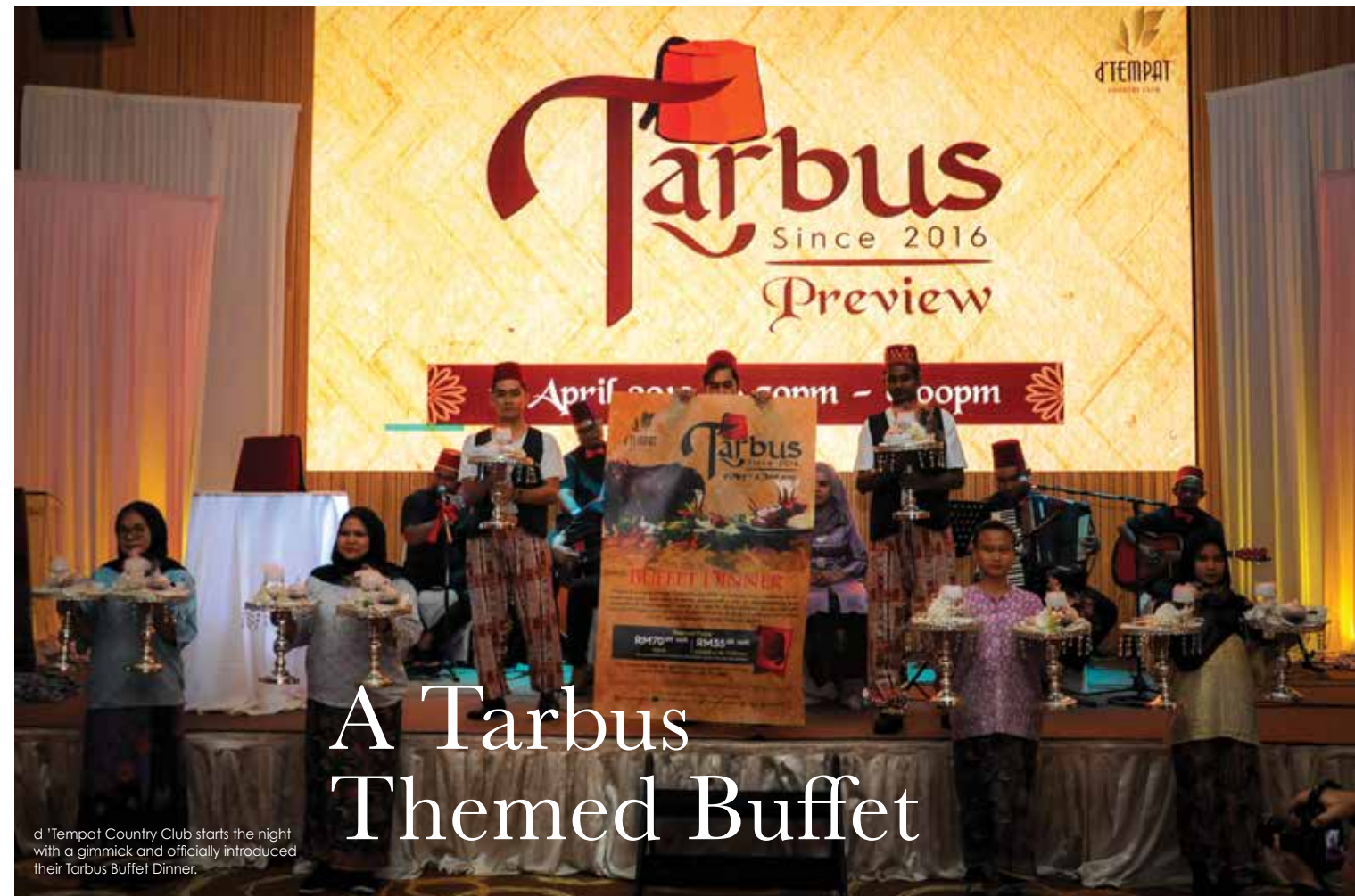
Entertainment for the day was provided by professional buskers and also traditional dancing by Jabatan Kebudayaan dan Kesenian Negeri Sembilan.

Last but not least, our very own style of Wayang Pacak came with an interesting twist! The monster shark movie, The Meg, was shown by the poolside, and we dared people to enter the water while the movie was being screened.



Energetic fitness session with Zumba team





## A Tarbus Themed Buffet

d'Tempat Country Club starts the night with a gimmick and officially introduced their Tarbus Buffet Dinner.

**d'Tempat Country Club has once again served an indulgent Tarbus-themed Buffet Dinner, which has been a specialty and tradition at the clubhouse four years running. Served during the holy month of Ramadhan, the buffet dinner was set to tantalise the buds of members, guests and others starting from 9 May and lasting until 2 June 2019.**



(From left) Laura Tan, General Manager of d'Tempat Country Club together with Chef Raziff, Executive Sous Chef d' Tempat Country Club, presenting few of their dishes of Tarbus Buffet Dinner.



The unique offering of the Tarbus-themed Buffet Dinner included the club's numerous treats on, but not limited to masakan nogori, complimented with sembilang berlada, itik rendang rempah and tempoyak ikan patin.

A wide variety of food were enjoyed with up to 15 specialty stalls to choose from. Food selection ranged from local Malaysian delights, refined Oriental and Japanese cuisines, to a touch of Middle-Eastern.

Diners basked in the sights and sounds of an upscale marketplace with a traditional ghazal band serenading them throughout the evening. Set up in a stall-oriented alfresco with live cooking, guests were able to enjoy a stunning view overlooking the swimming pool with a great ambience.







# The *Slime* Of A Lifetime

**The business of slime is a big timer with middle schoolers, and unless you've been living under a rock or away from civilisation, the phenomenon of this gooey craft cannot be escaped.**

Developed by toy maker Mattel in the mid 70s, the mucus like viscous goo that comes in a plastic tub took on other similar modelling compounds such as Play-Doh and Legos at its release but failed to captivate the young imaginary minds of that generation. Kids channel Nickelodeon popularised the substance with its *You Can't Do That On Television* game show in the early 80s, dumping large quantity of the gunk on guest contestants; however, the bliss of slime never really caught on in an ordinary household. This is most probably because parents of Gen-X and Xennials couldn't be bothered with cleaning the gunk off carpets.

Fast forward to 2016 and the making, trading and advertising of slime have become a sort of economical means for middle schoolers. Don't think there's any truth to this nuance

revelation? Open Instagram and search hashtag #slime and be completely blown away. There are currently 12 million posts on slimes with some creators and sellers of the gel-like goop cashing in as much as USD 4,000 per month, sans sponsorship deals. From its early days as just dripping compound, slime can now be homemade to include a range of colours and viscosity to random trinkets and items for texture.

While slimes are generally safe, there have been commercial and homemade products that tested to carry high Boron levels, which can be toxic to children, causing vomiting, diarrhoea, minor burns and possible infertility. Boron, which comes from the mineral Borax, in its most complex state is used to produce glass and fibreglass; it is also an element largely found in cleaning products and insecticides.



That being so, the substance is also not harmful to humans at low consumption. Strangely, there are some evidence to show that boron may also improve bone strength in humans; though it is strongly advised against to consume spoonful of it at a go — or at all. Rest assured, parents. The slimey days of your kids endeavours are just beginning. While there are no global standards to regulate the boron levels of manufactured slime, there are homemade, natural slimes that can be quickly and safely made at home with kids free of toxin and boron altogether.



## DIY Boron-free Slime

### You'll need

- 1 3/4 cups of Water
- 1 tablespoon of Xanthan Gum
- Food colouring (any colour)
- 4 cups of Cornstarch



### Instructions:

Stir the water with the xanthan gum (which can be found in the baking section of your local grocery retailer). The xanthan gum will not dissolve completely as it takes time to activate. Next add the food colouring of your choice, more or less depending on the colour depth you're looking to achieve (generally 3-5 droplets minimum). Next stir in the cornstarch and mix by hand. At some point, the viscosity will thicken in which you'll have to change from mixing to kneading. If the slime is too gooey, add in a bit more cornstarch until you achieve the right consistency. If the slime is too dry, add in a teaspoon of water at a time until you get the right slime texture.

### Notes:

This recipe makes perishable slime. The content must be sealed and stored in the refrigerator when not being used. Stores up to one week. Consistency can be improved during the week with either more cornstarch or more water before play.





From left: Dato' Lim Kheng Loy Director of Bonanza Venture, Dato' Lim Si Boon Group Executive Chairman Bonanza Venture Holdings Sdn. Bhd., Tuan Mohamad Nek Ezar bin Ismail Head of Private Education Sector Negeri Sembilan State Education Department, Dato' Lee Tian Hock, Founder and Group Executive Deputy Chairman Matrix Concepts Holdings Berhad and Mr Ho Kong Soon, Group Managing Director of Matrix Concepts Holdings Berhad

# Education Collaboration With Bonanza Educare



**16 January 2019 marked the next phase of development for Matrix Global Schools as a strategic collaboration was formed with Bonanza Educare, a subsidiary of Bonanza Venture Holdings, the founding company of Tenby Educare Schools.**

A signing ceremony was held at the school campus, attended by key members from both companies as well as the press. The collaboration agreement was signed by Ho Kong Soon, Group Managing Director of Matrix Concepts Holdings Berhad and Dato' Lim Kheng Loy, Director of Bonanza Venture. It was witnessed by Dato' Lee Tian Hock, Founder and Group Executive Deputy Chairman Matrix Concepts Holdings Berhad and Dato' Lim Si Boon, Group Executive Chairman Bonanza Venture Holdings.



MGS Acting Campus Principal, Mr. Loh Ghee Juan. Mr. Loh brings strong leadership skills along with his extensive background in education. He has served as Deputy Director of Educational Management and Leadership Training Centre with the Ministry of Education Malaysia and as Education Commissioner working with the Prime Minister's Department from 2009 to 2012.

When announcing the collaboration, Dato' Lee said: "We are delighted to come together to form a strategic collaboration with Bonanza Venture and this formation will take us up another step to offer the best educational experience to our current and future students. Our students are at the heart of everything we do as we strive to ensure we are giving them the very best education and experience that we can."

Group Managing Director of Matrix Concepts Holdings Berhad, Mr. Ho mentioned during the signing: "We are confident that this strategic collaboration will lead Matrix Global Schools to a higher level of excellence, true to our school vision to be 'second to none'. Our students will be immersed in a global-minded community where they are guided by our core value of "East meets West" emphasising on filial piety and compassion; while "West meets East" emphasises on creativity and active participation."

Sharing his excitement for the future Dato' Lim Si Boon said, "Matrix Global Schools is a young school with impressive infrastructure. It's inspiring to see the hard work that has gone into building such an aspirational school. We will invest our resources to ensure each child in Matrix Global Schools is successful in his/her academic, social and emotional learning

journey, and thrives in a safe and nurturing environment. By combining our strengths, we can jointly deliver even greater value to all stakeholders".

Under the Tenby Educare Schools brand, Dato' Lim Si Boon created one of the largest international and private school groups in Malaysia. The organisation operated seven campuses, with more than 5,400 students and 730 staff to meet the needs of high quality, middle-cost, private local and international schools, from pre-school to pre-university levels. Private equity fund management company, Ekuinas acquired Tenby Educare Group in March 2015, buying the remaining share in March 2016 and thereafter selling it to London-based International Schools Partnership in January 2018.

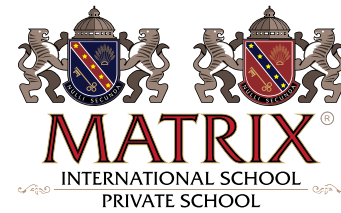
A new management team led by Mr. Loh Ghee Juan as the Acting Campus Principal, has been embedded into MGS starting January 2019. Members of the Transformation Team are education specialists with a unique perspective and reputation for educational excellence. The team has been tasked to help transform the school by optimising all resources to make it financially viable, enhancing the quality of teaching and learning in the school while giving their support and guidance to bring MGS towards continued success.



*"The world is innovating faster than ever before and to stay ahead we must continue to develop the school with passion and intention. We are all committed to creating an environment that liberates learning and empowers young people to thrive. We will work together to foster academic, social, emotional, physical and creative development in each student."*

**- Dato' Lim Si Boon, Member of MGS Board of Governors**





# Matrix Global Schools Scoring & Soaring Higher

**Matrix Global Schools surpassed their previous year's record, having achieved a school average rating (Gred Purata Sekolah, GPS) of 3.15, more than half a grade jump from their achievements in 2017.**

The private national school within the campus, Matrix Private School (MPS), is listed as one of the most outstanding schools in Negeri Sembilan with the overall school passing rate of 98.7% in all subjects achieving 100% pass rate apart from History (96.2%), Accounting (90%) and Commerce (90%).

Students did very well across the board with three students achieving straight A grades for all subjects taken. Furthermore, two top scorers Kho Huey Wei (10A) and Lee Wenn Shian (9A+) have been automatically selected among the 411 top students in the country to be interviewed for the government's JPA scholarship. Here is what the best students had to say about their achievements.

*Matrix Global Schools runs both British international and private national curriculum streams alongside an impressive co-curricular programme to ensure a holistic education for the students in and out of the classroom. This result has proven that the teaching and learning method practised by the school has worked to ensure students' academic success*



Three Matrix Global Schools students achieved straight As in the 2018 Sijil Pelajaran Malaysia (SPM) examination. From left: Head of Matrix Private School, Felicia Wong; Kho Huey Wei (10A) and mother; Caresse Tan (9A); and Lee Wenn Shian (9A+) and mother.



**Lee Wenn Shian, 9A+:** "Thank you for the assistance and support given by my parents, friends and teachers. I wouldn't have obtained 9A+ without them. I personally think that time management, determination and hard work are the keys to getting excellent results in SPM. Now, I am studying A levels in KYUEM and I wish to pursue a Bachelor of Finance in LSE."

**Caresse Tan, 9As:** "I would say that the first step to succeeding in SPM is having the right attitude. Speaking from personal experience, the biggest mistake you can make in exam preparation is over-confidence. Analyse past year papers as well as trial papers from different states, then plan your revision accordingly. As for me, my next step is probably STPM but I intend to keep my options open till then."



**Kho Huey Wei, 10As:** "I have never aimed to score straight As in my life before because that just seemed impossible for me to achieve. But things changed when I got into Matrix Global Schools. With the guidance of the teachers and also my friends, I managed to push myself to the best during SPM. Not forgetting my family, they are always supportive of what I do, not just in my studies but also my co-curriculum activities. Without all these people, I wouldn't have achieved my goals. I'm grateful and I will keep up my good work to pursue my dreams in the future."

**Natasha Voo, 8As:** "Success can be determined from so many different points of view. In my case, the two very important keys to my success in SPM are determination and passion. Continuous determination and passion led me to strive towards my goal. As for my study plan, I don't have a fixed timetable due to my daily schedule with helping my mom with chores. The key would be to pay attention in class and always finish your homework. I'll be forever thankful to my dear teachers. Without all the immense support from my teachers and parents, I wouldn't be able to achieve such results. My advice is, once you set your goal in life, believe in yourself and never lose hope. Your hardwork will definitely be paid off. Strive to be the best that you can be."





# Production Of Mamma Mia Hailed As A Sell-Out Success



Hitting the stage with modern renditions of ABBA's chart-topping classics, Matrix Global Schools' production of Mamma Mia has been hailed as a sell-out success. Performed over three nights at the school's auditorium from 11 to 13 April 2019.

A cast and crew made up of more than 50 students and teachers across the national and international schools, rehearsed tirelessly to produce a colourful and uplifting musical and dancing extravaganza. The evenings were lit with applause, laughters, thrills of excitement with everyone singing along.

In addition to the sell-out crowd, around 250 students and teachers from eleven neighbouring primary schools were wowed at the matinee show. The schools' band joined the cast in treating audiences to the much-loved musical numbers, including Super Trouper, Dancing Queen and Voulez-Vous.

Students took pride in the production and explained their experience with the energetic musical. Frankey Goh, Year 11, starred as Sam Carmichael, said: "It was an absolute pleasure to be part of the production. For three days straight, the atmosphere was electrifying. The performances and rehearsals are memories that I will never forget and will cherish forever."

Lead performer, Angela Phua, Year 9, who starred as Donna Sheridan, said: "I joined the production because I was interested in drama and wanted to try new things. I believe when you open yourself up to new adventures you will gain much more experience, which will lead you to more adventures in life."

The popular musical set a new record as the fastest sell-out of a

show at MGS. Already planning the next production, Katherine Beadle, Head of Performing Arts and Producer of the MGS productions for the past three years of shows like Fame and Oliver, said: "School productions are a way to challenge students to go beyond their limits and provide them with experience on how it feels to be in front of a large audience. It gives an exciting and enjoyable experience to partake in a production. I am looking forward to starting another production with a new batch of student performers next year!"



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# Kindness Day-Charity Run Bukit Putus Challenge 2019

30 June 2019 – The morning at Bukit Putus Kuala Pilah was reverberated with excitement and enthusiasm despite early rain with participants who were geared for a charity run to celebrate Kindness Day: Bukit Putus Challenge 2019.



Organised by Parent Teacher Associations (PTA/PIBG) of SMK Senawang in collaboration with Jabatan Belia & Sukan Negeri Sembilan and Kindness Malaysia, the event was flagged off by YB Mohamad Taufek bin Abd. Ghani, Chairman of the Youth and Sports Development Action Committee & YDP PIBG of SMK Senawang, together with Dato' Logendran, Director of Matrix Concepts and Leong Jee Van, CEO of Matrix Concepts.

Aimed to encourage the public to lead a healthy lifestyle and raise fund for academic and co-curricular activities of the school, the run saw a 19km course for men and women open category, 7km course for school students category, and a 3km for fun run category, attracting thousands of ambitious runners and students keen to push themselves, all in the name of charity.

"Matrix Concepts is honoured to be part of the Kindness Day – Charity Run Bukit Putus Challenge which endeavours to inspire and encourage youths to participate more in community-oriented sports activities while raising academic funds. Matrix will continue to fulfil its corporate social responsibility and support the educational opportunities of all students to our utmost ability, in line with one of our pillars in CSR – Education. We are, together, ready to build a better future for everyone," said Leong Jee Van, CEO of Matrix Concepts who also participated in the 19km trail.

The closing and prize giving ceremony was presented by YAB Dato' Seri Haji Aminuddin bin Harun, Chief Minister of Negeri Sembilan. Coming in at second place in the 19km category was Chong Mee Lin, a teacher at Matrix Global Schools and Reena Hana Logan, student of Matrix Global Schools, who claimed second in the 7km female category in the running challenge. One of the MGS students also walked away with a lucky draw prize on that day.



A group photo with participants from Matrix Global Schools who just finished their running trail.



(Second from right) YAB Dato' Seri Haji Aminuddin bin Harun, Chief Minister of Negeri Sembilan, presented a trophy and certificate to MGS's student; Reena Hana; and witnessed by (first from right) YB Mohamad Taufek bin Abd. Ghani, Chairman of the Youth and Sports Development Action Committee & YDP PIBG of SMK Senawang and Dato' Logendran, Director of Matrix Concepts (left).





# Cupcakes Top The Cake Tier

In the buffet of life, friends are the desserts. Among a spread of sweet treats, cupcakes are basically cakes in cups with big dreams that fit in your palm.

Fun fact: No one really knows how many cupcakes are consumed in a day or sold in a year. However, statistics from the world's most popular cupcake manufacturer, Hostess CupCakes, clocked sales upward 600 million cupcakes in 2018. That number may seem underwhelming, but bear in mind that's just sales for the United States, with total exclusion from other conveyor belt type producers, gourmet shops, homemade goodness and mom's and pop's bakeries around the bend in rural who only knows where.

The infamous 'cupcake' by any other name would still taste as sweet, and many names it definitely holds. Down under, they know the cupped goodie as 'patty cake'; in Europe, they affectionately refer to it as 'fairy cake'. Regardless of which endearing term rings more suitable, the party in a cup was not nearly as glamorous and decadent when it was first invented. Introduced in the late 18th century before muffin tins were even

a thing, cup-cakes were just cakes baked in ramekins and teacups, which offered diners their individual serving of dessert rather than having to waste an otherwise jumbo cake since commercial refrigeration was not yet invented. Over the century, however, the cupcake evolved to include decadent icing and immaculate decoration, pleasing the eyes and bellies of consumers around the world in an array of flavours and sizes.

Despite being dull, ordinary, tamed and all-too-normal, vanilla flavoured cupcakes continue to reign as a fave amongst consumers — along side its counterpart chocolate and off-the-spectrum usual suspect red velvet. Why is vanilla in a class of its own? For one, vanilla beans are extremely prized and difficult to harvest; but the most important factoid is, almost every known flavour of cupcakes in the world has an underlining base of vanilla extract for a complementing taste profile.



## Super Moist Vanilla Cupcakes

### Ingredients (yields 25 cupcakes)

325g	All Purpose Flour
410g	Sugar
3 tsp	Salt
240ml	2% Milk
120ml	Vegetable Oil (no substitute)
1 tbsps	Vanilla Extract
2	Large Eggs
240ml	Water

### Method:

Preheat oven to 175°C. Prepare a muffin or cupcake tin with liners of your own choosing. In a mixing bowl, add flour, sugar, salt and baking powder and combine. In a separate mixing bowl, combine and mix well the milk, vegetable oil, vanilla extract and eggs. Pour the wet ingredients into the dry ingredients, slowly beating them together with a whisk to combine. Scrape down the sides of the mixing bowl before slowly adding the water to achieve a thin viscosity in the batter.

Ladle the batter in to the cupcake liners half way. Bake for 16-18 minutes, or until the batter is no longer runny. Remove from the the oven and let cool before removing cupcakes to a cooling rack. Decorate as you please before serving.

## Bonus: Vanilla Frosting

### Ingredients

110g	Salted Butter (room temperature)
95g	Shortening
450g	Powdered Sugar
1 1/2 tsp	Vanilla Extract
3 tbsps	2% Milk

### Method:

Mix salted butter, shortening and vanilla extract with half of the powered sugar to start until fully combined. Then add the remaining powdered sugar, whisking in the milk until you achieve a smooth consistency. Pipe the frosting as desired.



# Creating shareholder value through brand equity enhancement



By Terence Loo,  
Chief Executive Officer of  
Aquilas Advisory

**Many of the world's leading corporations fetch exceedingly high market valuations, with familiar names such as Coca-Cola, Nestlé, Nike, and Disney trading well above the valuations of their sector peers. This phenomenon can be attributed to their superior brand equity, as investors readily pay top dollar for a great brand with proven resilience and shareholder value creation.**

Notably, a common denominator among these companies is that their brands have outlived the founding members and management team. In the process, they have transformed into professionally run, multinational behemoths, with clearly defined vision and growth strategy, as well as long term continuity.

Commendably, the Matrix Concepts growth story offers many examples of careful planning and execution of branding strategy, leading to its success to date as well as enhanced brand equity.

Examining the company's brand strategy takes us back six years ago to May 2013, with the unveiling of the Matrix Concepts brand via its initial public offering to list on the Main Market of Bursa Malaysia.

Being a new and unfamiliar brand to the investment community, the company faced significant hurdles in the early stages of its investor relations and communication campaign.

Among key concerns was its viability as a developer of the relatively unknown townships of Bandar Sri Sendayan in Seremban and Bandar Seri Impian in Johor, despite the company setting years of precedence in business growth and profitability.

However, the company has since proved its mettle, delivering an outstanding performance to emerge as one of the property sector's most resilient companies. It has also recorded consistent growth of property sales and profitability, as well as outperformed investors' expectations.

In my recent visit to the company's flagship township, Bandar Sri Sendayan, I must commend its vast landscape transformation from rural backwater to its present stature as a multi-award winning and flourishing township with a bustling community of 30,000 residents and growing.

At the heart of these achievements are its purchasers' appreciation of the Matrix Concepts brand, now synonymous with delivery of

innovative, attractively designed, and high quality homes. The company is also recognised for maintaining strong environmental and social commitment towards nurturing a township where communities can thrive.

Among its township facilities is the d'Tempat Country Club, a premier clubhouse featuring excellent lifestyle, family, and sports amenities. Today, the clubhouse not only serves the expanding township community, but also emerged as one of Seremban's most prominent social and events spaces.

Adjacent to the clubhouse, one is again awe-inspired by the vast grounds and architecture of Matrix Global Schools – a premier education facility comprising private national and international schools that offer top quality education to Malaysians and an increasing foreign student population.

Such meticulous development planning has resulted in the company attracting a diverse profile of buyers increasingly supportive of the Matrix Concepts brand. While initial homeowners of Bandar Sri Sendayan originated from Seremban, this profile has expanded to include various other districts across Negeri Sembilan, and even boasts a whopping 50% of Klang Valley buyers currently.

Matrix Concepts has since emerged as the de facto leading property development brand in Seremban, as well as continues to see its Johor township mature into a respectable township. Commendably, the company is increasingly perceived as a developer that possesses a wealth of experience in delivering successful and highly sought-after properties.

With these brand recognition and financial performance under its belt, the company's leadership has expanded on its growth strategy to include geographical expansion as a growth driver, venturing beyond Seremban into the Kuala Lumpur city centre as well as international markets.



The company commenced its first foreign expansion with the M. Carnegie boutique apartment project in Melbourne, Australia in 2016. The project saw a resounding success with near 100% of units sold, highlighting the strength of the Matrix Concepts brand in appealing to discerning international buyers.

No doubt, this successful development in a high-end developed market would have the effect of reinforcing the company's portfolio and track record, as well as further enhancing its brand equity.

Capitalising on its momentum, the company launched its first 33-storey serviced apartment project in the upscale market of Kuala Lumpur city centre known as Chambers Kuala Lumpur in August 2018. Sales had also performed exceedingly well with construction expected to be completed in 2021, defying reports of sluggish demand in the property sector.

Collectively, these undertakings and achievements would go a long way in not only creating greater visibility and recognition of the Matrix Concepts brand among property buyers, but also providing assurances of product quality and appeal which are top factors in purchasers' decision making.

While brand strategy is paramount to the creation of profits through building consumers' trust in the brand, another important factor is business sustainability. The case in point is the company's land banking efforts and management succession planning.

Despite owning a sizeable undeveloped land bank of over 1,200 acres that would last it for the next 10 years, the company has

consistently engaged in prudent efforts to replenish its landbank. This is deemed to be in the best interest of investors, as the company is focused on enhancing long term sustainability and continuity.

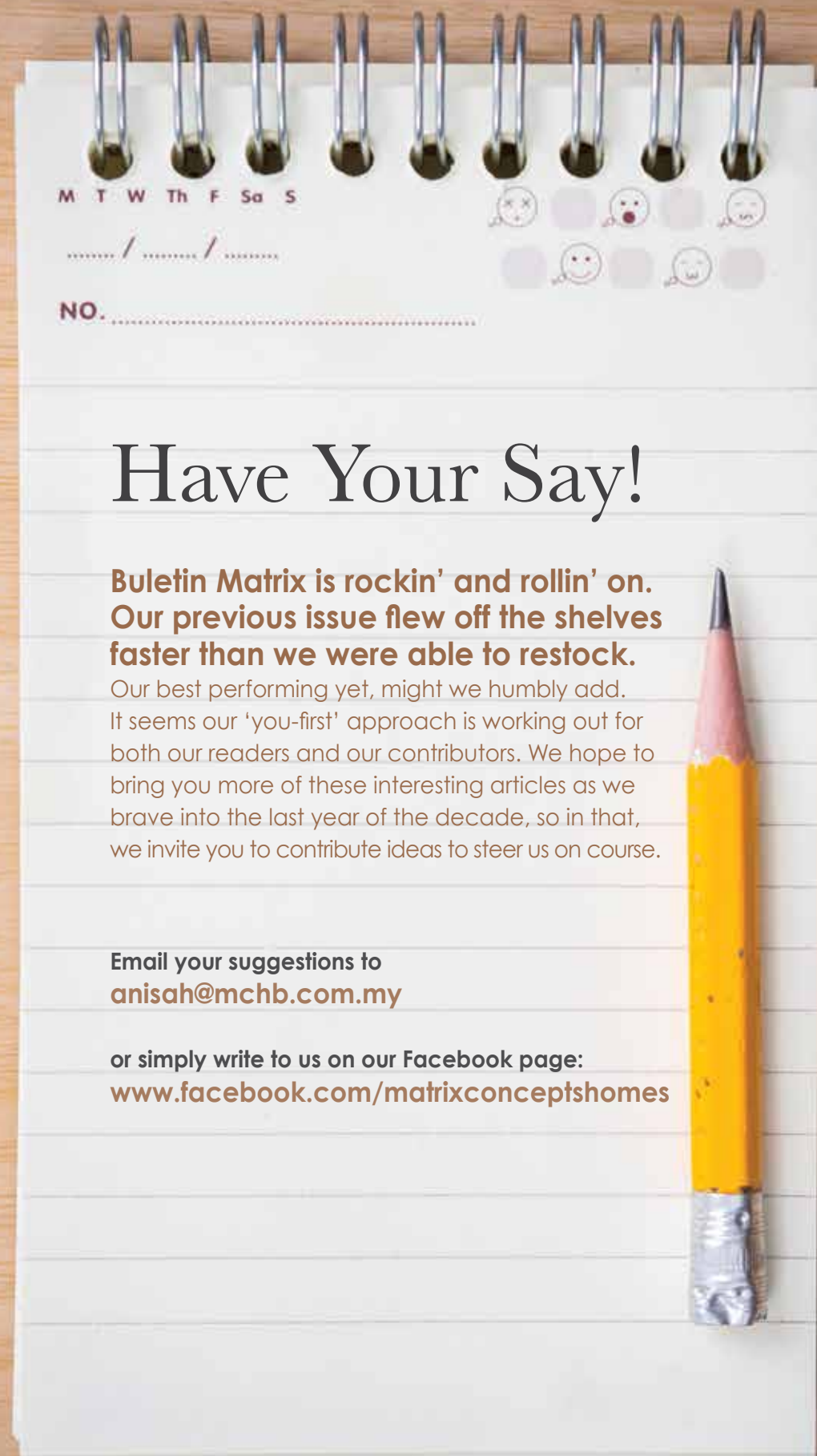
We also witnessed the seamless execution of the company's succession management with the passing of the baton for Managing Director post from Dato' Lee Tian Hock to Ho Kong Soon. This significantly bolstered the company's ability to carry out the growth strategy envisioned in the founding years, portending the survivability of a brand beyond personality.

As we draw parallels to the merits offered by the great international brands mentioned at the beginning of this article, Matrix Concepts has demonstrated formidable execution of an excellent branding strategy that ensures the brand would last well into the future.

In the long term, strengthening a company's brand equity towards achieving greater valuations would require persistent and long term implementation of a good branding strategy. Given enough time, this will eventually result in substantial increase in a company's valuations to premium levels.

I am just as excited as you about what the future holds for Matrix Concepts, and confident that the company's management is diligently sowing the seeds to take the company from good to great. These efforts would certainly set the stage for the company to be rewarded handsomely, and eventually accorded premium valuations by the investing community.





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