



Datuk Lee Tian Hock
Executive Chairman

MATRIX CONCEPTS HOLDINGS

THE ART OF LIVING

Incorporated in 1997 in Negeri Sembilan, and converted into a public limited company in 2004, Matrix Concepts has built upon its strengths to become an innovative and timely property developer, dedicated to serving the needs of its customers. The company's first successful property development was a joint venture in Bahau, comprising residential and commercial properties with a GDV of RM35mil. Since then, the company has gone on to develop and sell about 19,500 residential and commercial properties to date, with a GDV of RM2bil, in locations across Negeri Sembilan and Johor.

Fittingly enough, the company has returned to the state of its inception for its latest endeavor: Bandar Sri Sendayan, a signature integrated township that will strategically grow Seremban to keep pace with other major cities such as Kuala Lumpur. Built on 5,233 acres of freehold land, Bandar Sri Sendayan is a joint venture with the Negeri Sembilan State Government with a GDV of RM3bil, and will comprehensively include all the residential, commercial, institutional, agricultural and industrial sites of a well-balanced modern mega-city. In addition, 750 acres have been allocated for the new home of the Sungei Besi Royal Malaysian Air Force base, as well as 55 acres for the Negeri Sembilan State Administrative Centre.



Sendayan Merchant Square,
Bandar Sri Sendayan, Seremban



Sendayan Merchant Square



Sendayan Merchant Square



1 Sendayan Club

Driven by the passion and philosophy of the Group, this iconic development is probably the only township in this region which caters to all three generations living under the same roof. Featuring wide streets with jogging and bicycle tracks, skating court, fitness stations, a viewing deck, an amphitheatre and basketball court, the signature 26-acre Sendayan Green Park is designed to appeal to nature-loving residents.

Coming in 2012, the iconic Sendayan Merchant Square is a modern commercial



Sendayan Helonix - 2-storey Link Homes



Sendayan Velonix - 2-storey Link Homes



26 acres
Sendayan Green Park

development featuring conceptual boulevard shop-offices, a private school as well as a clubhouse. Located within the Merchant Square, 1Sendayan Clubhouse will be one of the largest in the region with a total built-up area of 180,000 sq ft. It will feature an Olympic-size swimming pool, water slides and water features, a bowling alley, a full gymnasium, spa and reflexology centre.

The pride of the Matrix Concepts Group, Bandar Baru Sendayan is set to be the pulse of modern Seremban, due to its close proximity to KL International Airport and the Klang Valley.



Sendayan Metropark
Bandar Sri Sendayan, Seremban

FACT FILE



MATRIX CONCEPTS HOLDINGS

FLAGSHIP PROJECTS

- Bandar Sri Sendayan, Seremban
- Taman Seri Impian, Johor

PAST PROJECTS

- Pulau Impian @ Seremban
- Anggerik Tenggara @ Bandar Tenggara, Johor
- Arowana Indah, Seremban 2
- Matahari Indah, Senawang
- Taman Intan Duyung, Port Dickson
- Pulau Perdana @ Seremban
- Pulau Avenue @ Seremban

SNEAK PREVIEW

- Merchant Square, Bandar Sri Sendayan, Seremban
- 1Sendayan Clubhouse, Bandar Sri Sendayan, Seremban
- Sendayan Metro Park, Bandar Sri Sendayan, Seremban
- Impiana Avenue, Taman Seri Impian, Johor
- Impiana Garden, Taman Seri Impian, Johor

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