

Star Special

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Matrix Concepts

mvv City

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MALAYSIA



MVV City launch heralds a new era for Malaysia Vision Valley 2.0

THE highly anticipated Malaysia Vision Valley City (MVV City), strategically located south of Klang Valley and adjacent to Kuala Lumpur International Airport, is set to hold its groundbreaking ceremony today. MVV City is located in the heart of Malaysia Vision Valley 2.0 (MVV 2.0), which is twice the size of Singapore and an attraction to both international investors and the domestic real estate industry.

Spanning across 3,560ha, MVV City's first phase will cover 964ha of land, with a total investment of RM15bil.

Jointly developed by Matrix Concepts Holdings Bhd (MATRIX, 5236, Main Market Property Stock), and the Negri Sembilan state government, Matrix Concepts holds an 85% stake and leads the land development. The goal is to create a smart, innovative city of the future.

Matrix Concepts founder and group executive deputy chairman Datuk Seri Lee Tian Hock emphasised that MVV 2.0 is more than just a new economic corridor for Malaysia—it is a long-term development plan driven by government initiatives, with active involvement from the private sector. The total gross development value (GDV) of the project is estimated at RM2 trillion, covering a vast area of 153,411ha (1,534 sq km).

“Over the past decade, Negri Sembilan has shown remarkable growth potential, attracting significant population migration from Kuala Lumpur and the Klang Valley.

“The groundbreaking of MVV City marks not only the official launch of the Malaysia Vision Valley 2.0 project but also a significant step forward in boosting the industrial development of the entire region,” he said.



Matrix Concepts chairman Datuk Mohamad Haslah Mohamad Amin (fifth from right) and Lee (fourth from right) commemorating the MoU signing with Negri Sembilan Menteri Besar Datuk Seri Aminuddin Harun, who is also the chairman of NS Corporation as their management teams look on. Through this partnership, Matrix Concepts will develop MVV City that will be home to commercial centres, retail spaces, residences and central parks.

Development partners:



NS
CORPORATION





**NS
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MVV City: The heartbeat of Malaysia Vision Valley's transformation

AS the centrepiece of the transformative Malaysia Vision Valley 2.0 (MVV 2.0), Malaysia Vision Valley City (MVV City) serves as a catalyst for the region's revitalisation and growth.

With a total gross development value (GDV) of RM2 trillion, MVV 2.0 is divided into six major development parcels:

- Parcel A: NS High Tech Industrial Park
- Parcel B: Smart County
- Parcel C: NS Aerospace Valley (NSAV)
- Parcel D: Integrated Maritime Hub and Coastal Corridor
- Parcel E: Unmanned Vehicle Valley (UVV)
- Parcel F: NS Semiconductor Valley

Within the Smart County area (Parcel B) is MVV City, which will be the first to be developed and serves as the flagship project of MVV 2.0. Spearheaded by the renowned property developer Matrix Concepts, this international metropolitan construction initiative reflects a forward-thinking and strategically significant vision.

Malaysia Vision Valley: A new benchmark for economic corridors

The concept of MVV was first introduced as a landmark eco-



The visionaries behind MVV City: Matrix Concepts founder and group executive deputy chairman Datuk Seri Lee Tian Hock and chairman Datuk Mohamad Haslah Mohamad Amin.

economic initiative under the 11th Malaysia Plan in 2015. After years of integration and meticulous planning, it has evolved into a significant economic corridor in Malaysia, poised to boost the nation's GDP growth by an estimated 6.2% to 7.3%.

This plan addresses the issue of extreme population saturation in Kuala Lumpur and the surrounding Klang Valley by extending the city's development scope. It envisions a well-planned, smart modern city that integrates new technologies and prioritizes

green energy industries.

For instance, over 400ha of public facilities and green recreational spaces will provide residents with a high-quality living environment.

Initially, the Malaysia Vision Valley 1.0 plan was divided into five development parcels. However, following the integration of land resources and capital, the Negri Sembilan state government refined the plan to align more closely with the development of Kuala Lumpur's southern corridor. This adjustment indirectly benefits the area between Kuala Lumpur International Airport (KLIA) and Seremban.

The immense potential of Malaysia Vision Valley has garnered significant interest from investors, making land near KLIA highly sought after by major corporations. Further adjustments were made, which eventually led to the creation of 'Malaysia Vision Valley 2.0' (MVV 2.0).

The plan has attracted substantial overseas investments, including Matrix Concepts' flagship Sendayan TechValley, alongside international companies and various private institutions.

Enhancing regional connectivity and infrastructure

Transportation infrastructure planning is a cornerstone of the



MVV 2.0 blueprint. To meet regional development needs, several new highways and roads connecting nearby towns have been completed, offering promising opportunities for property buyers and investors.

Key transportation projects include the yet-to-be-restarted Kuala Lumpur-Singapore High-Speed Rail (HSR) station, the extension of the KLIA route to MVV City in Parcel B, the MRT extension line, the Sendayan-KLIA Highway (SKLIA), the West Coast Expressway (WCE) connecting Banting and Bangi, and the Nilai-Labu-Enstek Expressway (NLE). These initiatives aim to seamlessly link Seremban, Kuala Lumpur, and surrounding areas.

The implementation of these projects is set to significantly reduce travel time and costs for businesses and residents. Moreover, by lowering the cost of goods and capital circulation, they will enhance economic efficiency and drive growth throughout the region.

At the same time, achieving

seamless synergy between people, vehicles, and roads has become a crucial benchmark for urban development in MVV 2.0 and MVV City, driving their transition toward a smart, sustainable future powered by green energy.

A vast development area

MVV 2.0 is a large-scale public-private partnership economic development plan situated in Negri Sembilan, strategically located near the southern development zone of Selangor. The initiative encompasses the 'Golden Triangle' area of Seremban, Nilai, and Port Dickson.

Spanning a total development area of 153,411ha (1,534 sq km), this economic corridor is twice the size of Singapore, which covers 719 sq km.

In its first phase, MVV City covers approximately 3,560ha, with the core project in Parcel B focusing on the development of a smart, green-energy city. This initial phase spans 964ha and has an estimated gross development value (GDV) of RM15bil.

Stunning heights: Reviving a legend in real estate

WITH a bold economic vision and a prime location, MVV 2.0 has garnered significant attention from both local and international investors.

Building on the established success of the Klang Valley, MVV 2.0 capitalises on its market leadership and untapped potential, propelling MVV City to unprecedented heights.

Strategically situated in central Malaysia, MVV City boasts exceptional connectivity. It benefits from international transport hubs such as Kuala Lumpur International Airport, Port Klang, and the East Coast Rail Link. Additionally, new highways linking the North-South Expressway to cities like Seremban and Port Dickson further enhance the region's logistics network. These transportation advantages not only amplify investment appeal but also provide unparalleled convenience for residents.

From a real estate market perspective, population demographics play a pivotal role in driving the development of MVV City. Negri Sembilan, home to MVV City, has a population of over 1.2 million, with 70% in the working-age group. This figure excludes the sizable population of neighbouring Selangor, which provides a valuable pool of labour and consumer resources to support the project.

Furthermore, only about 30% of northern Negri Sembilan, bordering Selangor, has been developed, leaving substantial room for future expansion. With the continued southward growth of the Klang Valley, the expansive basin where MVV City is located is poised to become a critical area for absorbing this development momentum.

As the cornerstone of Malaysia Vision Valley 2.0, MVV City's scale is noteworthy. Spanning 3,560ha, it is the second-largest parcel in the region after the NS Aerospace

Valley (6,221ha), providing ample space for diversified urban planning and development.

A closer look at MVV City's transformation

With strong financial capabilities, Matrix Concepts has successfully diversified into sectors such as education, hospitality, and healthcare. The development of MVV City, in collaboration with NS Corporation, represents a key pillar for the group's future growth.

In the first phase of development, Matrix Concepts is spearheading the MVV City project, featuring a GDV of RM15bil and covering 964ha. The project focuses on creating a smart, green-energy city while capitalising on its strategic location and inherent strengths.

MVV City is bordered by Kuala Lumpur International Airport to the west, Nilai New Town to the north, the North-South Expressway and Seremban-KL electric train to the east, and the thriving Bandar Sri Sendayan to the south.

High demand: MVV City's rising appeal

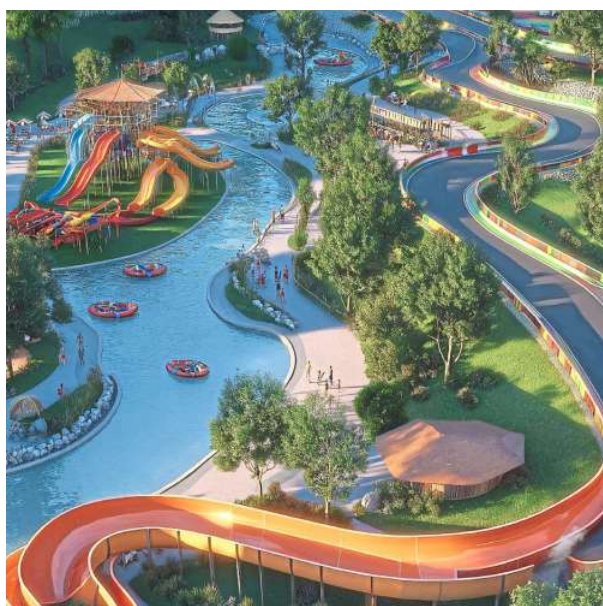
Building on its proven expertise from the large-scale development of Bandar Sri Sendayan, Matrix Concepts is now shaping a high-tech, green-energy city within MVV City.

This urban hub will showcase landmark commercial centres, industrial zones, academic institutions, smart homes, wellness retreats, centralised fitness facilities, lakefront clubs, central parks, lush green spaces, and an array of dining and retail spaces.

MVV City is envisioned as a model city of the future, driven by innovation and a strong commitment to environmental, social, and governance (ESG) principles.



Central parks, wellness retreats and vibrant retail spaces will create a thriving, balanced community in MVV City.



MVV City will be home to commercial centres, industrial zones, smart homes and more. It is envisioned to be a model city of the future.

From a real estate investment perspective, MVV City stands as a promising project, rooted in the proven success of Matrix Concepts. Its strategic location and robust transportation network lay a strong foundation for long-term value appreciation. As MVV 2.0 continues to evolve, the gradual development of surrounding facilities will further enhance both the quality of life and the investment appeal of the project.

As a cornerstone of MVV 2.0, this flagship project boasts immense investment potential, positioning itself as a standout opportunity in the real estate market. It not only offers investors attractive returns but also sets the stage for the broader growth and success of the MVV 2.0 initiative.



Matrix Concepts' outstanding achievements have earned prestigious recognitions, including the Malaysia Developer Awards 2022 and The Edge Property Excellence Awards (below).

Driving real estate excellence

MATRIX Concepts has consistently led Malaysia's property market with its visionary strategies and innovative development concepts.

The first phase of MVV City, the latest flagship project, positions the company at the forefront of national development initiatives.

MVV City enjoys an exceptional geographic advantage. Located near major ports, airports, and highways, it boasts a comprehensive transport network that ensures efficient logistics and convenient accessibility for investors and residents alike. This connectivity reduces transportation costs, enhances resource efficiency, and boosts the project's attractiveness for investments and regional economic collaboration.

Meet Matrix Concepts

Founded in 1996 and listed on Bursa Malaysia on May 28, 2013, Matrix Concepts is the developer behind Bandar Sri Sendayan.

The township, spanning over 2428ha integrates residential, commercial, healthcare, education, technology, leisure, and religious facilities, establishing itself as the sole fully integrated city development in Negri Sembilan.

The founder and group executive deputy chairman of Matrix Concepts, Datuk Seri Lee Tian Hock, hails from Port Dickson. Known for his straightforward and passionate nature, Lee built his career in real estate after earning a degree in Housing, Building, and Planning from

Universiti Sains Malaysia. With over 40 years of industry experience, he leveraged his strong network to establish the company.

Under his leadership, Matrix Concepts has overcome challenges and reached significant milestones, recording a net profit exceeding RM200mil in the 2024 financial year.

Looking ahead, the group plans to spearhead development projects valued at over RM20bil in the next decade.

Lee shared, "Those who gain wealth first should help others prosper too. Only then will wealth earn respect."

This philosophy has guided Matrix Concepts to redefine real estate development in Negri Sembilan.

Matrix Concepts' developments extend beyond Negri Sembilan to Johor and Kuala Lumpur, as well as Jakarta, Indonesia and Melbourne, Australia.

The group's accomplishments have garnered numerous accolades, including The Edge's "Billion Ringgit Club" award for achieving the highest three-year capital return in the property sector among companies with a market capitalisation of less than RM3bil.

The company has also been named one of Malaysia's Top 10 Property Developers for four consecutive years since 2021, winning prestigious awards such as FIABCI Malaysia Property Awards, Malaysia Developer Awards, StarProperty Awards, and The Edge Property Excellence Awards.



Matrix Concepts aims to create an award-winning MVV City, home to a resilient and sustainable community.

A legacy built by generosity

Lee has played a key role in fostering Malaysia-China economic collaboration. Last year, Matrix Concepts facilitated investment from Anhui Tangxing Equipment into its Sendayan TechValley in Bandar Sri Sendayan to set up a manufacturing plant.

He also led a delegation to Hefei for the "Anhui-China and Malaysia Trade Cooperation Matchmaking Conference" and

hosted visits from Chinese entrepreneurs and scientists, paving the way for increased Chinese investments in Malaysia. This year, he hosted a delegation from Anhui Province's Association of Scientists and Entrepreneurs, successfully building a bridge for Chinese investments into the Malaysian market and attracting investments for MVV City.

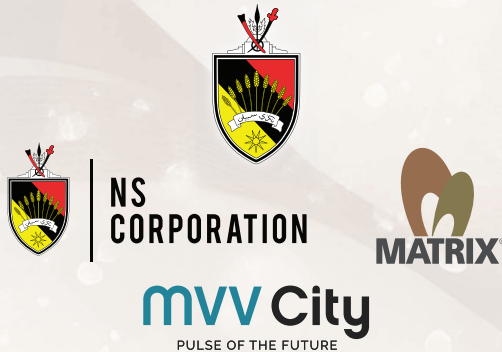
A philanthropist at heart, Lee advocates for self-sustaining community development. One of his

most notable acts of generosity was donating 500,000 shares of Matrix Concepts – worth RM15mil – to his alma mater, Port Dickson Chung Hua High School.

He also donated 2.4ha of land and RM13mil for the relocation and construction of a new school, Sekolah Jenis Kebangsaan (Cina) Pai Teik in Nibong Tebal, Penang. Additionally, he contributed 2ha of land and RM9mil to build a Tamil primary school, and funded RM15mil to construct a national school.

Lee has also revived two struggling community hospitals in Seremban - the CMH Specialist Hospital (previously the non-profit Negri Sembilan Chinese Maternity Hospital) and Mawar Medical Centre specialist hospital division, haemodialysis centre and clinics - and supported the establishment of Negri Sembilan Chinese Heritage Museum.

Lee's countless philanthropic efforts have cemented his reputation as a compassionate leader, while Matrix Concepts continues to inspire confidence in its mission of creating thriving communities.



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The company organises community events and youth-focused sports to encourage societal harmony.

Building a green city

IN the global pursuit of sustainable development, the environmental, social, and governance (ESG) framework has emerged as a vital benchmark for evaluating a company's overall performance.

Aligned with this movement, the Malaysian government is steadfast in its commitment to achieving net-zero emissions by 2050.

Since adopting the UN Global Compact in 2004, the country has worked towards integrating ESG principles into its economic and social governance frameworks, setting a clear direction for sustainable progress.

Within this context, Matrix Concepts stands out for its proactive approach to ESG implementation. With a strong sense of social responsibility and a forward-thinking development strategy, the company has embedded ESG principles into its flagship MVV City project, aiming to create a model eco-metropolis powered by low-carbon and green energy solutions.

Environmental

Matrix Concepts has set ambitious environmental goals, including achieving "zero waste

and pollution." The company has initiated multiple sustainability projects, such as promoting enzyme applications to raise environmental awareness among students and communities.

Its initiatives include energy-saving and carbon-reduction programmes, paperless operations, the installation of electric vehicle (EV) charging stations, food waste management systems, and stray animal control measures.

These efforts are integrated into key facilities like the city's clubs, hospitals, international schools, and offices.

To date, nine low-carbon green energy projects have been launched to reduce greenhouse gas emissions, protect natural resources, and mitigate environmental impact.

For instance, "food waste enzymes" are used to treat lakes, enhancing water quality and attracting migratory birds. Solar energy adoption across company buildings further improves energy efficiency and reduces carbon emissions.

Additionally, employee training and supply chain management ensure the principles of sustainability are deeply embedded across operations.



Matrix Concepts places great emphasis on celebrating festive occasions with those in need, particularly the underprivileged.

Social

Corporate social responsibility (CSR) is a cornerstone of Matrix Concepts' culture. In 2023 alone, the company carried out 20 social welfare initiatives, such as flood assistance and festive celebrations including Chinese New Year, Christmas, Deepavali, and Hari Raya.

Community events, such as Malaysia Day, promote national unity, while youth-focused sports initiatives encourage societal harmony.

The company has also funded the construction of community schools and public halls, addressing critical areas like education, labour practices, and social ethics to foster inclusivity and progress.

Governance

Matrix Concepts exemplifies robust governance by prioritising transparency, inclusivity, and sustainability in its operations.

The company has been recognised with the "Four Excellence" award under the FTSE4Good



In 2023, Matrix Concepts executed 20 social welfare initiatives including providing flood assistance.

Index by Bursa Malaysia, reflecting its commitment to workplace diversity and sound corporate governance.

As global focus on corporate ESG practices intensifies, Matrix Concepts has earned widespread respect for its ethical leadership and effective management.

Guided by the principle that "every individual has a responsibility to the rise and fall of the nation," the company seeks to achieve a balance of economic growth, social equity, and environmental sustainability, contributing meaningfully to the long-term development of MVV City.



The team from Matrix Concepts giving out Hari Raya goodies to those in attendance.



Matrix Concepts believes that it has a responsibility to serve the communities around it to achieve a balance of economic growth, social equity and environmental sustainability.



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