

A one of the top property developers in Malaysia, Matrix Concepts Holdings Bhd has always been committed to developing projects that are seamlessly integrated, sustainable and vibrant.

A fulfilling life in Bandar Sri Sendayan projects are not merely cookie-cutter residential enclaves. Instead, they are designed to enrich the lives of residents and visitors by combining key infrastructure, comprehensive amenities, educational excellence and quality healthcare centres. Such a development that best represents these qualities is the 6,800-acre Bandar Sri Sendayan township in Negeri Sembilan.

Launched in 2004, Bandar Sri Sendayan has evolved so much over the years. It offers unparalleled connectivity and an abundance of amenities to meet the needs of its residents and visitors. With seamless access to major highways such as the North-South Expressway and Seremban-Por Dickson Highway, it is just a short drive from the town of Seremban and other key locations such as Cyberjaya, Putrajaya, Kuala Lumpur International Airport (KLIA) and Kuala Lumpur.

For those seeking an ideal balance between urban convenience and tranquil living, a life away from the bustle and bustle of the city is now within reach.

Carefully curated as a self-sustaining township where residential, commercial, educational and recreational facilities integrate harmoniously, Bandar Sri Sendayan is meticulously designed to foster a strong sense of community while promoting sustainability and quality of life. Its infrastructure supports wide, landscaped avenues, comprehensive utility provisions, and thoughtful zoning that ensures easy accessibility without compromising the master plan's green spaces and natural beauty.

Bandar Sri Sendayan offers a myriad of commercial offerings at Sendayan Merchant Square, which hosts Malaysians' beloved brands such as McDonald's, FamilyMart, Zus Coffee and Watsons. By end 2026, the square is set to welcome a new 6.4-acre commercial hub, which will add more dining, retail and entertainment options.

Breaking away from the conventional mega-malls approach, the hub will focus on community first by emphasising convenience, experiential retail and essential services. Anchored by Cold Storage supermarket, the hub will have popular and distinctive F&B brands from the Klang Valley making their debut in Negeri Sembilan, outdoor play areas and an events plaza.

Ultimately, Matrix Concepts' vision is to make Bandar Sri Sendayan a vibrant and self-sustaining township. To be self-sustaining, the developer integrates commercial and residential components seamlessly. As such, the Suria Heights main arterial road, thereby providing convenient access to every where in the township. There is also the prestigious Sendayan Golf Club known as Kelab Rekreasi Angkatan Tentera (KRA) Sendayan.

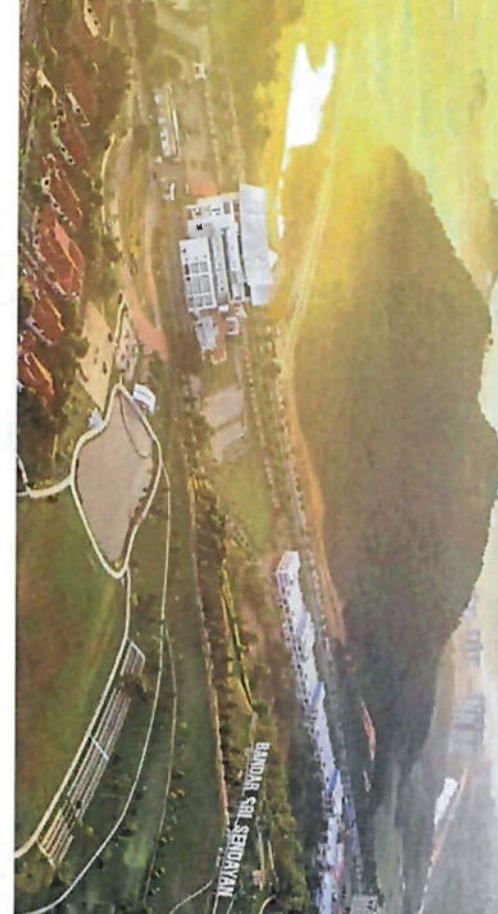
Suria Heights, which has an estimated gross development value of RM547 million, offers an exclusive range of terraced houses, cluster homes and semi-detached houses. The introduction of cluster homes marks a significant milestone for Bandar Sri Sendayan as it aims to bring a unique architectural style that combines privacy with a cohesive community atmosphere. These homes come with larger land parcels and modern facades designed to meet the needs of multi-generational families and discerning homeowners who seek both spacious living and aesthetic appeal.

Each unit at Suria Heights is designed with smart home technology and solar water heaters. Meanwhile, rainwater harvesting systems and electric vehicle (EV) charging iso-lators are exclusive to the semi-detached and cluster units — reflecting Matrix Concepts' commitment to cultivating a sustainable lifestyle among its residents and within the overall development.

Besides that, Matrix Concepts has recently launched a new residential enclave called Laman Sendayan 2, which comprises 11.2 acres of prime freehold land. Designed as a low-density neighbourhood, it offers two layout types — Meria and Elaria — which are its latest offerings with expansive land areas and generous built-ups. The homes have land areas of 20ft by 70ft and 20ft by 75ft while the built-up starts from 2,148 sq ft. Each home is thoughtfully planned to include four spacious bedrooms and three to four bathrooms.

VALUABLE, LASTING DEVELOPMENTS

BUILDING VALUABLE, LASTING DEVELOPMENTS



Just a short distance from Bandar Sri Sendayan is the 371-acre Eka Heights township. It sits on elevated land and has 10 planned residential precincts with link homes and a commercial hub. Its latest offering — flagship precinct Veria — consists of freehold two-storey link homes designed for modern families that feature open layouts, smart home systems and private backyards that encourage both comfort and togetherness.

At the heart of Eka Heights, the 15.5-acre Mageka Park serves as a green sanctuary with a lake, playgrounds and viewing decks. These shared spaces promotes family bonding and a healthy lifestyle beyond the comfort of one's own home. Complementing the social aspect of the township, Eka Biz will also introduce 25 shopoffices to meet the daily needs of its residents while helping to build a thriving local economy.

Growing a community in the southern corridor In Johor, Matrix Concepts' Bandar Sri Impian master plan is fast becoming a cornerstone of growth and modern living within the Kuang district. Nestled at

the foothills of Gunung Lambak, this 1,800-acre master development was initially initiated by Koperasi Kemajuan Tuah Negeri Johor Bhd. In 2005, Matrix Concepts San Bhd, a subsidiary of Matrix Concepts, entered the picture as a strategic partner, unlocking 901 acres of land, followed by another 309.51 acres in 2019.

Natural environment is a well-integrated element in Bandar Sri Impian as it is next to Gunung Lambak. It also has an extensive allocation of green spaces, where 13.5 acres have been allocated for lake parks and strategically placed recreational areas. With that, every home is within 200m of open, landscaped environments, in line with the master plan's focus on nature, enhancing the health and well-being of residents and promoting outdoor activities and community interaction.

The master plan benefits from excellent connectivity,

with the upcoming Segamat-Pasir Gudang Highway interchange poised to significantly reduce travel times to Johor Bahru, Pasir Gudang and Mersing. This will further boost the township's desirability and potential property value appreciation.

In the heart of Bandar Sri Impian — also known as "Kuang South-gate" — is Impiana Square, a vibrant commercial hub designed to support a growing population's retail and lifestyle needs. The development already hosts renowned brands like Zus Coffee, Tealive, KFC, Big 10 Grocer and X-Park, creating a bustling environment where convenience and leisure converge. With 374 commercial units, the square aims to serve as the heart of the master plan, fostering a dynamic community atmosphere and supporting the local entrepreneurship scene.

Residential offerings in Bandar Sri Impian cater to a broad demographic. Prestigious low-density

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