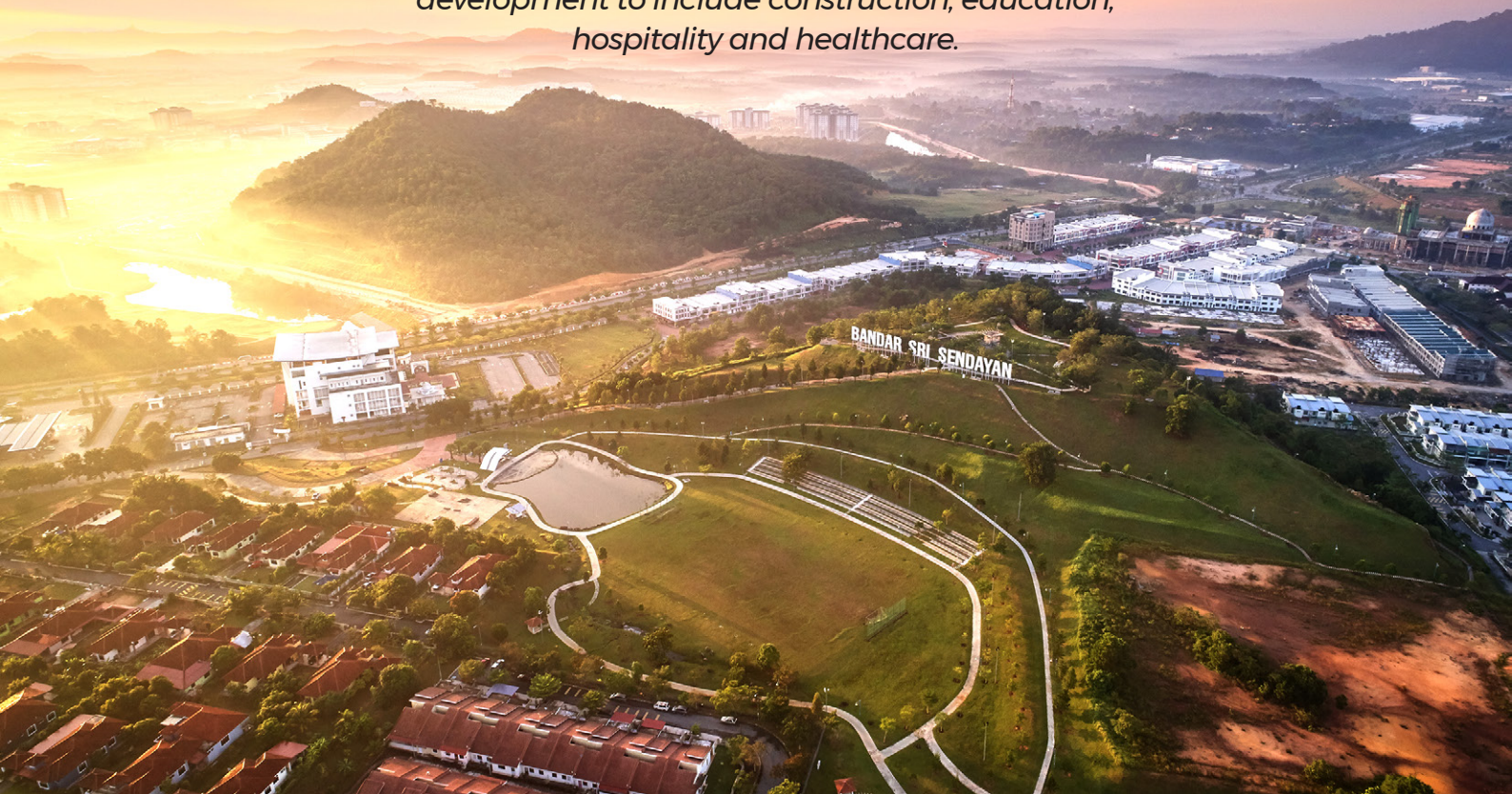


From small steps **COME** **GIANT** **STRIDES**

*Having made its mark on the property development landscape, **Matrix Concepts** is a shining example of what tenacity, astute strategic planning and a robust management team can achieve.*

Growing from strength to strength in a relatively short period of time, the company's principal business has expanded from property development to include construction, education, hospitality and healthcare.



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EdgeProp.my

Editor-in-chief
Au Foong Yee

Editorial
Assistant Editor Tan Ai Leng
Project Editor Anita Kandhavel

Designer Xiao Hu

Advertising & Marketing
Senior Account Managers
Ian Leong (012) 359 1668
Cecilia Too (012) 319 7666
Joane Tan (011) 6286 5767

Account Manager
Joyceline Chan Lai Yuet
(012) 693 5826

Marketing Support & Ad Traffic
Madeline Tan (03) 7721 8218

Email: marketing@edgeprop.my

For enquiries and listings
Email: support@edgeprop.my
Tel: (03) 7733 9000

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is published by The Edge
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BUILDING BRAND RECOGNITION

Upon its incorporation in 1996, Matrix Concepts Holdings Berhad (Matrix Concepts) has consciously set about cultivating its business portfolio and brand name in the state of Negeri Sembilan. Within two decades, the company has not only expanded its development footprint to other parts of Malaysia and even abroad, it was successfully listed on the main market of Bursa Malaysia in 2013.

Having evolved into a recognised and respected property developer with a combined gross development value (GDV) of more than RM8 billion of completed residential and commercial developments to date, Matrix Concepts will continue to spread its footprint with an estimated GDV of RM12 billion in its current and future projects for the next few years.

Whilst also branching into construction, education, hospitality and healthcare, Matrix Concepts is set to flourish with new townships and integrated commercial developments, as well as boutique and luxury high-rise apartment complexes.

It was in 2005 that Matrix Concepts gained real traction in the property development sector, signing up two large joint ventures to establish new townships – Bandar Seri Impian in Johor and a 5,233-acre freehold tract in Seremban named Bandar Sri Sendayan. Notably, Matrix Concepts bagged the EdgeProp Malaysia's Responsible

Developer: Building Sustainable Development Award 2021. It is also inducted into Malaysia Developers' Hall of Fame where membership is exclusively accorded to winners of EdgeProp Malaysia's Responsible Developer introduced in 2018.

Staking an unassailable claim in Seremban

Comprising residential, commercial, institutional and industrial properties, Matrix Concepts' Bandar Sri Sendayan is a self-sustaining integrated township that is conveniently situated between the Greater Klang Valley conurbation and the Malaysia Vision Valley 2.0. Currently home to a population of about 40,000, the award-winning township, which is now 60% completed, is projected to have approximately 100,000 residents upon its completion.

Originally a plantation and secondary jungle located south-east of Seremban, Bandar Sri Sendayan today enjoys easy connectivity via the North-South Highway (PLUS), North-South Expressway Central Link (ELITE) and the KLIA Linkage, with future accessibility on the cards through the proposed Paroi-Senawang-KLIA Expressway.

Besides the essential components of accessibility and connectivity, the township's master plan has been conceptualised to serve up comfortable living in a holistic environment that prioritises community lifestyle with added value to its homebuyers. As such,

on top of the extensive range of residential options, Bandar Sri Sendayan is well equipped with choice amenities encompassing educational, commercial, retail and recreational.

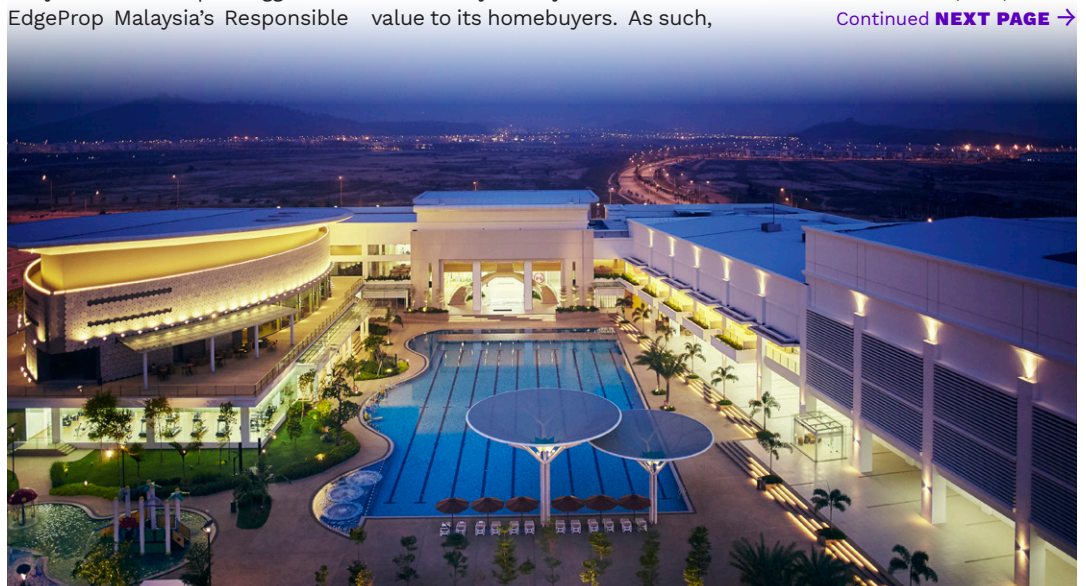
"Nurturing Environments, Enriching Lives"

To begin with, commercial and retail needs are amply serviced primarily at Sendayan MetroPark and Sendayan Merchant Square, which offer all the usual amenities. Whilst Sendayan MetroPark is strategically located along the main boulevard of Persiaran Bandar Sri Sendayan, the 100-acre Sendayan Merchant Square is intentionally sited closer to the pulse of the township and operates as a vibrant central business hub that serves both the community and its surrounding areas.

Meanwhile, the Sendayan Tech-Valley has been conceived to attract both domestic and foreign direct investments. Spread across 1,100 acres, this development boasts excellent technological and infrastructural facilities, and aspires to be the address for businesses focusing on sustainability, renewable resources, and new technology, as well as advanced communication services and facilities.

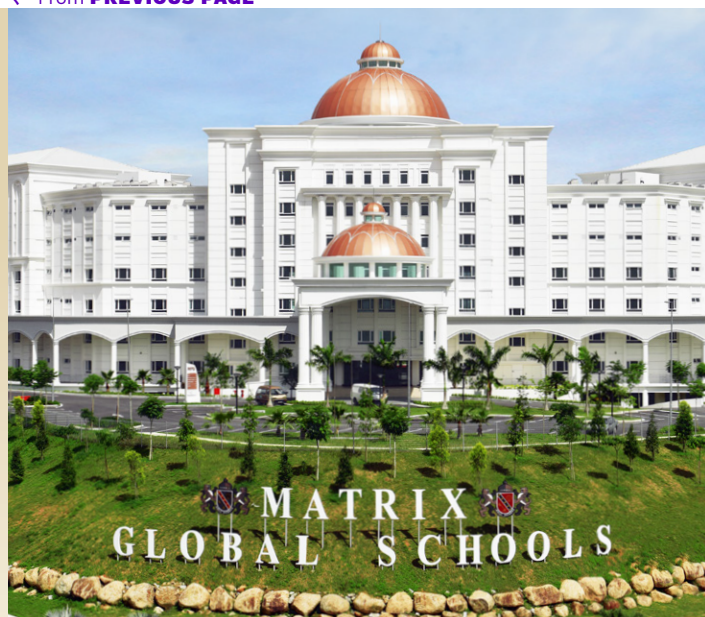
To sweeten the pot further, Bandar Sri Sendayan is also home to a number of schools including its eponymous private school named Matrix Global Schools (MGS). Situ-

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Boasting an imposing built-up area of 380,000 sq ft, d'Tempat Country Club features a variety of leisure and recreational facilities.

← From PREVIOUS PAGE



Matrix Global Schools in Bandar Sri Sendayan.

ated in the heart of the township, close to the various residential enclaves and other facilities, the school is a prominent bastion of top-notch quality education. Established in 2015, MGS offers international and national school syllabuses, plus the option of boarding for its students. Featuring a strong teaching faculty, excellent facilities and a comprehensive selection of activities, the school offers its students a superior academic standard underscored by a strong value system.

There are also sizeable green spaces integrated within the township to celebrate the inherent beauty of nature and to foster community spirit. For instance, the verdant Sendayan Green Park presents plenty of prospects to entice people of all ages. Spread over 26 acres, the park features themed lawns and gardens, an amphitheatre area, as well as fields and courts for sporting activities. Also to be found in the township is the 34-acre Sendayan X-Park. Touted as the largest sports and leisure venue in Negeri Sembilan, the park offers exciting sporting attractions and 18 recreational activities to suit all preferences.

However, in terms of social interaction, the pièce de résistance must undoubtedly be the d'Tempat Country Club. Boasting an imposing built-up area of 380,000 sq ft, the club house features a variety of leisure and recreational facilities, which includes an Olympic-sized pool with an aqua gym, gymnasium, multi-sports facilities, 10-lane bowling alley, children's playroom, reading room, banquet hall, multiple function rooms, F&B outlets and a spa. Exclusive to members only (although its dining and event facilities are open to the public), d'Tempat Country Club is the largest family-friendly club in the state and presents an ideal venue for quality downtime.

Cultivating the Sendayan Conurbation

Residential choices in Bandar Sri Sendayan comprise single- and double-storey terraces, semi-detached and bungalow houses. The home designs feature generous built-up areas and integrate many practical attributes that

will suit new, growing and multi-generational families. Furthermore, besides presenting homebuyers with golden opportunities to invest in affordable, quality landed properties, homeowners also stand to benefit from valuable capital appreciation of their properties. For instance, one of Matrix Concepts' residential products launched in 2015 for RM327,781 was transacted at RM500,000 in 2018, giving it a capital appreciation of 52.5%.

Continuing on its mission to create added value and housing opportunities at different

price points, Matrix Concepts is extending the boundaries of Bandar Sri Sendayan, stretching outwards to include new developments such as Ara Sendayan, Laman Sendayan, Bayu Sutera and Tiara Sendayan. Combined with the main township, these additional freehold parcels will increase the Bandar Sri Sendayan territory to 6,272 acres, and is known as the Sendayan Conurbation.

Perched on higher ground and set within lush greenery, the idyllic 194-acre Ara Sendayan (~ GDV RM950 million) with its charming tree-lined boulevards enjoys panoramic views of a scenic lake park. The estate includes a total of 1,272 units, made up of double-storey link and semi-detached homes.

With built-up areas ranging from 2,109 sq ft to 3,299 sq ft for link homes and 3,528 sq ft to 5,120 sq ft for semi-detached homes, the low-density enclave has seen 97% of its homes taken up since its first launch in 2017. Saving the best for last though, Matrix Concepts has launched its final phase named Damaris which is sited on the highest plateau of Ara Sendayan, thus capitalising on the best views in the township.

Following the success of Ara Sendayan, several other project launches were initiated and received good take-up rates within the Sendayan Conurbation. Catering to different market segments, all of them will benefit from the excellent connectivity, extensive amenities and facilities available in Bandar Sri Sendayan.

Bayu Sutera (~ GDV RM1.2 billion), for exam-

ple, will offer 2,043 units featuring design layouts that will appeal to first-time homebuyers or those with small to medium families. Double-storey link options with built-ups starting from 2,142 sq ft will be open for preview in Q3 2021.

Then there is Laman Sendayan (~ GDV RM492 million) measuring 110 acres, which includes a 3.3-acre central park with facilities such as a basketball court, reflexology path and a joggers' track set amidst landscaped pockets of luxuriant greenery. On offer are 1,496 units comprising single- and double-storey link homes with built-up areas of between 1,075 sq ft and 2,396 sq ft, as well as commercial lots.

Last but not least is Tiara Sendayan (~ GDV RM1.4 billion) which sits on 295 acres and includes nine precincts. Like Laman Sendayan, this development has its own 12-acre manicured park and features single- and double-storey link homes plus commercial lots. Totalling 2,860 units, the built-up areas of the link homes range from 1,250 sq ft to 2,174 sq ft whilst the commercial lots measure 3,100 sq ft each. Its first product launch in January 2018 enjoyed a 100% take-up rate and the overwhelming response has encouraged Matrix Concepts to initiate a few more sequels.

Matrix Concepts has numerous ongoing and upcoming projects such as introducing premium residential options in the form of luxury bungalows and new industrial developments slated for Sendayan TechValley. Suffice to say, any new project in the Sendayan Conurbation will be accorded the same "Matrix Concepts touch" of quality, value add-on and convenience. 📍

Continuing on its mission to create added value and housing opportunities at different price points, Matrix Concepts is extending the boundaries of Bandar Sri Sendayan, stretching outwards to include new developments such as Ara Sendayan, Laman Sendayan, Bayu Sutera and Tiara Sendayan.



Laman Sendayan.

AN URBAN SANCTUARY



The 13.5-acre lake park in Bandar Seri Impian. (File picture taken before MCO)

Heading south, we come to the other award-winning township by Matrix Concepts – Bandar Seri Impian, located in Kluang, Johor. The township was born when Matrix Concepts entered into a joint venture with Koperasi Kemajuan Tanah Negeri Johor Berhad to develop a plantation site in 2005. Originally named Taman Seri Impian, rapid population growth and corresponding demand for housing necessitated the expansion of the development and accordingly, it was re-named Bandar Seri Impian in 2015.

Sited on freehold land measuring 901 acres, Bandar Seri Impian enjoys excellent connectivity and is easily accessible via the North-South Expressway, the newly upgraded Jalan Kota Tinggi-Kluang and, eventually, through the proposed Gemas-Segamat-Kluang-Pasir Gudang Ex-

pressway which will feature a dedicated interchange at Bandar Seri Impian.

The township is also connected via the national railway through a choice of stations nearby whilst the Senai International Airport is about 80km away. Strategically located just 10 minutes from Kluang town centre, the blossoming integrated township doubles as a cosmopolitan gateway to the southern province with easy access to Kota Tinggi, Johor Bahru, Pasir Gudang and the Iskandar region.

However, Bandar Seri Impian has another ace up its sleeve – its favourable location nestled at the foot of the Gunung Lambak Recreational Forest. Set against such a stunning backdrop, the township projects a serene and restful atmosphere despite the hustle and bustle of urban living.

Facilities just a stone's throw away

Comprising a healthy mix of residential and commercial properties with all the customary amenities, the township also boasts several well landscaped parks including a 13.5-acre recreational lake park.

Centrally located, the lake park incorporates exercise stations, playgrounds, reflexology areas, cycling and jogging paths – all interspersed within landscaped greenery. Besides persuading its residents to participate in an active lifestyle, thus contributing towards a healthier society, the park also serves to promote and facilitate social interaction among residents.

Meanwhile, the commercial and retail hubs in Bandar Seri Impian are serviced by Impiana Square and Impiana Avenue. Located at the heart of the township and overlooking the lake park, the vibrant Impiana Square will offer convenience in the shape of 204 commercial lots, with 113

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The lake park incorporates playgrounds, cycling and jogging paths, all interspersed within landscaped greenery.

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Bandar Seri Impian is sited on freehold land measuring 901 acres.

“Emphasising home security and safety, most of the residential parcels are fenced with its own guardhouses.



A peaceful evening view of lake park.

completed with retail businesses ranging from clinics and salons to eateries and other amenities.

To accommodate the demand of a growing population then, Impiana Avenue was launched first in 2009 with an ad-

ditional 95 lots to the commercial mix. With a ready and burgeoning clientele, both hubs have already attracted numerous household names including Pizza Hut, 99 Speedmart, Kluang Rail Coffee and KFC, with other conveniences such as a hotel, supermarket and departmental store set to be opened in the near future.

There's no place like home

The township has a total GDV of RM2.50 billion and to date, Matrix Concepts has completed about 78% of Phase I of the development, having already handed over 5,572 residential and commercial units. Phase I will offer a total of 6,864 units and the rest of the project will have a GDV of RM875 million. Upon completion, Bandar Seri Impian is expected to house a population of more than 50,000.

Emphasising home security and safety, most of the residential parcels are fenced with its own guardhouses. The residential component is extensive, covering single- and double-storey terraced, semi-detached and bungalow units. Over the years, the properties have risen in value with some earlier products appreciating by about 20%. For instance, a double-storey terraced house from the Impiana Bayu 3A project commanded a launch price of RM548,888 in 2019 while a similar

product was sold for RM458,888 in 2015.

Currently under construction are 439 units of double-storey terraced homes with land sizes ranging from 1,400 sq ft to 2,200 sq ft. Upcoming offerings include 853 units comprising a mix of double-storey terraced, semi-detached and bungalow houses, as well as single-storey shoplots.

Recent launches include Impiana Damai 2A which consists of a total of 135 units of double-storey terraced houses spread across 16.18 acres. Launched in September 2020 at prices starting from RM568,888, Impiana Damai 2A offers a choice of two layouts. The first, Eloisa 1 – numbering 80 units – boasts a generous unit built-up area of 2,875 sq ft on land measuring 2,200 sq ft. Eloisa 2, meanwhile, numbers 55 units and has a unit built-up area of 2,650 sq ft sitting on 1,650 sq ft of land area. Impiana Damai 2A offers an additional perk in the form of a one-acre park integrated within its vicinity, for exclusive use by its residents. Scheduled for completion in 4Q2022, approximately 58% of the project has already been taken up.

The resounding success of Bandar Seri Impian and the continuing demand for affordable and stylish houses featuring practical design layouts has prompted Matrix Concepts to embark on a new extension. Phase II of Bandar Seri Impian, located just adjacent to the existing township, occupies a freehold site measuring 309 acres. Currently in the planning stage, the new development is slated to house 3,329 residential units.

Surrounded by comprehensive amenities and facilities, both within and in close proximity to the township, discerning homeowners seeking a balanced lifestyle need to look no further than the all-inclusive Bandar Seri Impian. 📍



Bandar Seri Impian is designed for multigenerational living. (File picture taken before MCO)



Artist's impression of Chambers Kuala Lumpur.

BRINGING THE HEAT TO KLANG VALLEY

Inevitably, after conquering the development landscape in Negeri Sembilan and then Kluang in Johor, Matrix Concepts would look towards the dynamic Klang Valley to develop its brand, stay competitive and further prove its mettle.

Given the dearth of large plots within the city centre, which has in turn persuaded many established developers to build new townships further afield within the Greater Klang Valley Corridor, Matrix Concepts has adopted a different yet interesting business and strategy for its foray into the central region.

The company acquired several parcels of land in prime locations in the Klang Valley with the first being a 1.05-acre freehold parcel in downtown Kuala Lumpur. Located in Jalan Ipoh Kecil, off Jalan Putra, Chambers Kuala Lumpur was conceptualised for young urban dwellers. The development offers 509 serviced apartment units and four retail lots within a 33-storey single-block condominium.

Residing in the lap of luxury

Touted as “a different kind of dwelling”, the RM319.8 million Chambers is a high-end serviced condominium which promises to be the star of its neighbourhood. Launched in August 2018, its location marries the best of two worlds – tucked away from the hustle and bustle of the city centre and its attendant traffic woes, yet within reach of Kuala

Lumpur’s prime amenities, shopping malls and popular attractions.

To begin with, there’s a Light Rail Transit (LRT) station conveniently located a mere 210 metres away whilst Sunway Putra Mall is only 350 metres down the road. The iconic World Trade Centre Kuala Lumpur (formerly known as Putra World Trade Centre), meanwhile, is about 650 metres away and the renowned KPJ Tawakkal KL Specialist Hospital is just within a five-minute drive. In short, Chambers boasts an address close to many transportation options and countless services including easy access to prominent corporate offices, healthcare centres, education institutions, shopping malls, recreational facilities, as well as plentiful dining and nightlife options.

Commensurate with its status as a premier serviced apartment, Chambers offers an impressive range of facilities and residents will be spoilt for choice in ways to relax and unwind from their daily stresses. The facility deck, which is located on the ground floor of the podium, comprises a trio of swimming, shallow and wading pools, gymnasium, games room, children’s playground, lounge and a function room as well as a designated barbecue and hammock area.

Investors are also presented with three hassle-free investment packages – either easy entry price, key flexibility or premium services. The easy entry price offers a

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“Laid out to optimise functionality and versatility, the stylish and modern units come in three design types. The first option – studio – provides a maximum built-up area of 454 sq ft.”



The lobby lounge.



Facilities in
Chambers
Kuala Lumpur.



The development is scheduled to be completed in 2Q2022.

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fully furnished option to make moving in a breeze. The key flexibility option, meanwhile, allows the opportunity to convert the unit into a dual-key unit, thus allowing the owner either to occupy one room while renting out the other, or to rent out the twin rooms separately to generate additional income.

The premium services, which requires sign-up with an appointed operator, shall comprise a leasing, housekeeping and concierge provision. Under the leasing service, the appointed operator will facilitate short- and medium-term rentals, Airbnb rentals, advertisements and corporate sales, and most importantly, manage tenants on behalf of the owner. The housekeeping services cover laundry, cleaning and maintenance of units while the concierge service offers an automated check-in kiosk, a frontdesk receptionist, transportation arrangement services and even, event planning.

Scheduled to be completed in 2Q2022, the development has already seen a take-up rate of 85%, with the vast majority of investors straddling the 30–39 age group, followed by those aged between 40 and 49.

Laid out to optimise functionality and versatility, the stylish and modern units come in three design types. The first option – studio

– provides a maximum built-up area of 454 sq ft. The next option, which features two bedrooms, has a built-up area of 653 sq ft, whilst the most spacious variant measuring 908 sq ft features a single bedroom with flexibility to convert the living room into another second studio unit. All the units come partially furnished with kitchen cabinets and selected electrical appliances, subject to certain terms and conditions.

Transforming the skyline, Chambers Kuala Lumpur offers opulent comfort and bespoke conveniences packaged in an elegant and contemporary setting. Surrounded by ample amenities, facilities and other attractions, the luxe Chambers Kuala Lumpur truly offers the best of city living.

Forthcoming in the Central Region

Other upcoming developments by Matrix Concepts are condominium projects in Cheras, Puchong and Damansara Perdana.

The Cheras project will be sited on a 5.2-acre leasehold plot in Pandan Perdana. The proposed development will enjoy excellent connectivity via the Sungai Besi Highway, Kuala Lumpur Middle Ring Road 2 (MRR2) and Jalan Loke Yew, along with accessibility through the Mass Rapid Transit (MRT) station at Taman Midah and the LRT station at Maluri.

As it is located in a mature neighbourhood, the development will be surrounded by ample amenities including a vast selection of shopping preferences such as the Lotus Extra Cheras, Eko Cheras Mall, Sunway Velocity Mall, Ikea Cheras and the many commercial centres in the vicinity.

At an estimated gross development value (GDV) of RM420 million, the condominium will comprise twin 30-storey towers on top of a 6-storey podium carpark. The high-rise towers will feature a total of 778 units with


built-ups ranging from 750 sq ft to 1,350 sq ft, ideal for first-time homebuyers and up-graders. As expected, the condominium will come well equipped with lifestyle facilities including a 40m lap pool, Jacuzzi, sunken yoga deck, farm kitchen, herb garden, fitness garden, jungle deck, bicycle park and a multi-purpose court.

The condominium in Puchong is envisioned to be a modern and contemporary addition to its matured surroundings. Conveniently located in the pulse of Puchong business centre and within a walking distance to SetiaWalk, the condominium will enjoy the surrounding amenities and conveniences such as IOI Mall Puchong, Lotus, Bandar Puteri Business Hub and Puchong Jaya Commercial Centre.

Its strategic location ensures good connectivity by way of the Damansara-Puchong Expressway (LDP), Shah Alam Expressway (KESAS), Bukit Jalil Highway, Kajang SILK Highway and the South Klang Valley Expressway (SKVE). Also, located just a few minutes away is the LRT station at Pusat Bandar Puchong.

Set for construction on a leasehold site measuring 5.76 acres, the condominium with a projected GDV of RM480 million will comprise twin 36-storey towers on top of a 4-storey podium carpark. There will be 1,076 residential units up for grabs with built-ups ranging from 600 sq ft to 1,065 sq ft and featuring layouts of between two to four bedrooms.

Similarly, this development will also place emphasis on lifestyle facilities including a 50m lap pool, Jacuzzi, spa garden, hydro massage bed, herb garden, mini vegetable farm, outdoor fitness amenities, yoga deck and a gymnasium.

As Matrix Concepts embarks on these upcoming developments, it is already hard at work to secure new land banks, expand its portfolio and whet our appetites with dazzling new products! 

EXPANDING THE HORIZON

When progressing into overseas developments, Matrix Concepts cherry-picked Melbourne, Australia for its maiden project, M. Carnegie, persuaded by the city's well-deserved reputation as a culturally diverse hub with outstanding amenities. In fact, Melbourne has garnered the Economist Intelligence Unit's (EIU) Global Liveability Index world's top city award for seven years running, and has consistently ranked amongst the top three most liveable cities in the world since the Index began in 2002. Upon its completion, the unequivocal success of M. Carnegie not only confirmed Matrix Concepts' business acumen, but also boosted its reputation, both nationally and internationally.

Launched in June 2016, M. Carnegie has a GDV of A\$31.97million (RM101.83million) and comprises of 52 low rise boutique apartments occupying 1,865 sq m of land. Sporting a chic and contemporary design, the well-appointed units present a fresh and spacious feel thanks to the open-plan layout, high ceilings and large balconies (ground floor apartments feature a private courtyard instead).

Borrowing its name from the vibrant suburb in which it is located, M. Carnegie is located just 15km away from the heart of the city. Serviced by a good network of public transportation, the suburb is easily accessible and surrounded by ample amenities, including the nearby world-renowned Monash University, and Chadstone, the largest shopping centre in Australia. It's no wonder then that the development was fully sold out upon completion in 2018.

The success of M. Carnegie paved the way for Matrix Concepts to expand its development footprint in Melbourne with a new offering in Greenvale. An upcoming suburb in Northern Melbourne, the picturesque Greenvale is located 25km north of Melbourne CBD and lies within close proximity to Melbourne Airport.

Launched in 2020, M. Greenvale comprises 79 bungalow lots with sizes ranging from 186 to 420 sq m, spread across a 10-acre parcel. The development is strategically located just minutes away from a train station, education-



333 St Kilda is located in the atmospheric and hip suburb of St Kilda.


al institutions, childcare centres, recreational spots and medical facilities, with the Greenvale Shopping Centre conveniently sited down the road. Another favourable attribute of M. Greenvale is its prime location adjacent to the verdant 430-acre Greenvale Reservoir Park.

With an estimated GDV of A\$25.65million (RM82.11million), the project is currently under construction and is scheduled for completion in Q2 2022. Notwithstanding the challenging market conditions following the COVID-19 pandemic, all the lots were taken up by April 2021.

Next on the cards for Matrix Concepts is the soon-to-be unveiled 333 St Kilda in the atmospheric and hip suburb of St Kilda. Less than 8km from Melbourne CBD and home to numerous landmarks, St Kilda is a veritable haven of arts and culture, which also offers a plethora of amenities and facilities. 333 St Kilda is strategically situated in the heart of the suburb thus offering it the privilege of being within walking distance to iconic attractions such as the St Kilda Beach and Esplanade, St Kilda Botanical Gardens and Luna Park.

On land measuring 2,543 sq m, 333 St Kilda will comprise of an eight-storey mixed development presenting 76 apartments, plus retail components such as a proposed mini market and bakery cum café. Residents will also enjoy comprehensive amenities including a gym, an outdoor BBQ and dining area and a children's

play corner. However, keeping pace with the emerging trend of working from home and thus stealing a march on other developments, each unit features a unique series of communal areas, ranging from a beehive concept library, meeting room and private study, to dedicated study nooks and a flexible winter garden.

With a planned launch for 3Q2021 and a GDV of more than A\$70million (RM222.97million), the development is scheduled to be completed in 4Q2024. Based on its previous track record, it is safe to predict that 333 St Kilda will only serve to consolidate Matrix Concepts Holdings Berhad's growing reputation as an esteemed international property developer. 



Carnegie comprises of 52 low rise boutique apartments occupying 1,865 sq m of land.

The verdant 430-acre Greenvale Reservoir Park near M. Greenvale.

