

# Matrix aims to raise the bar in sales target

## Thriving economy can spur growth, says founder

### PROPERTY

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**KUALA LUMPUR:** Matrix Concepts Holdings Bhd remains firmly on course to achieve its sales target of RM1.35bil for its financial year ending March 31, 2024 (FY24) and plans to raise the bar even higher for the next fiscal year.

Its founder and group executive deputy chairman Datuk Seri Lee Tian Hock said the Seremban-centric property developer is cautiously optimistic about the current property market.

He attributed the positive outlook to the thriving economy, growing foreign direct investment (FDI) as well as increased inquiries.

"We are on track to achieve our sales target of RM1.35bil (for FY24). The only challenge is the processing time for loans, especially for larger ones," he said during the opening ceremony of the sales gallery for Levia Residence, Matrix Concepts' second project in the Klang Valley.

According to Lee, since the soft launch of Levia Residence in August 2023, the response from buyers for the property located in Cheras has been positive.

He said that the first of the two towers within the development had achieved a take-up rate of 75%.

With this, chief executive officer Chai Keng Wai said that the group is looking forward to officially launching the second tower of the project, which is identical to the first tower.

However, Chai said that the residential units in the second tower will be priced slightly higher compared to the first tower, with no timeline for the launch disclosed.

"The second tower of Levia Residence will be open for sale at a later date. The built-up sizes of the units will be the same as the first tower but the prices will be slightly higher compared to the first tower," Chai noted.

According to Chai, there has been high demand for the group's smallest unit, with



**Top form:** (From left) Matrix Concepts chief marketing officer Lim Kok Yee, chief finance officer Louis Tan Say Kuan, chief development officer Tan Sze Chee, Lee, Mohamad Haslah, group managing director Ho Kong Soon, Chai and board member Connie Loo at the event.

all of them being sold out in the first tower.

Levia Residence offers residential units ranging from 767 sq ft to 1,364 sq ft and is expected to be completed in the third quarter of 2027.

Spanning across 4.7 acres of land, it comprises two 36-storey towers with a total of 778 units and a gross development value of RM523mil.

The development will offer 25 facilities including gardens, a farm kitchen, an infinity pool, jacuzzi, sky lounge, outdoor co-working deck, children's playground and gymnasium.

Residents will also be provided with security systems enhanced by smart AI-powered CCTV, digital self-service concierge kiosks, golf simulator, electric

vehicle charging stations as well as smart facial and iris recognition access to the lift lobby.

Matrix Concepts chairman Datuk Mohamad Haslah Mohamad Amin said despite being a Seremban-based property developer, the group always keeps an eye for good prospects in the Klang Valley for future development projects.

"Matrix Concepts has acquired a 5.59-acre land in Selangor, which has been approved for residential developments," he said.

Furthermore, he said Matrix Concepts' third project in the Klang Valley – two 42-storey apartment towers featuring a total of 510 units in Damansara Perdana, is scheduled to be launched by year-end.