



# ***SUSTAINABILITY***

Continuously re-innovate productivity and value driven performance to expand beyond standards of excellence.







Sharing joy with the orphans during Deepavali Celebration.

# CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES

Matrix Concepts Holdings Berhad (“the Company”)’s corporate social responsibility (“CSR”) activities reflect its philosophy of implementing sound business practices and services that inspire, excite and elevate lives. Assisting the communities in which we operate and helping to shape a better, more sustainable society and we believe that these activities both benefit society and enhance corporate value.

During the financial year ended 31 December 2013, a committee has been set up to oversee CSR activities and arising therefrom, several activities have been undertaken as part of its ongoing CSR processes.

The Company recognises that as a successful corporation, the Company has a responsibility to cultivate a positive impact to our community, work place, market place and environment.

### **CARING FOR COMMUNITY – a commitment by the Company**

Through the Group's philanthropic contributions, we continue to champion various efforts deserving support. This involved various organisations and charitable bodies that truly deserve it. We believe that in giving back is when we truly receive.

During the year, the Company had also contributed generously towards the needy summarised as follows:-

- A cash contribution was handed out for the roof repair works at the Pertubuhan Kabajikan Kanak-Kanak Nanthisar to enable the children to have a better place to celebrate Deepavali.
- Cash contribution was given towards the repair works of the car porch for Pusat Jagaan Anak-Anak Istimewah Harapan, Taman Tuanku Jaafar, Sungai Gadut, Negeri Sembilan.
- Various other foundations and homes also received cash contributions for the upkeep and running of charitable homes as follows:
  - a) Murad Foundation
  - b) Pertubuhan Anak Yatim Darul Aminan
  - c) Pertubuhan Anak Yatim Al-Khair
  - d) Persatuan Anak Jati Ampangan



Negeri Sembilan Chief Minister Y.A.B Dato' Seri Utama Hj. Mohamad Bin Hj. Hassan officiating the new community centre contributed by the Company at Taman Bukit Sendayan, Negeri Sembilan.

Amongst others, the Company continuously strive to bring joy and a little bit of inspiration with the aim of enriching the lives of various organisations. Many initiatives for further betterment was carried out, including:-

- Sponsored 2 units of air-conditioning to Persatuan Penduduk Taman Sri Telawi to facilitate comfortable prayers experience at Surau Taman Sri Telawi.
- Cash contribution to the refurbishment of Dewan Koperasi Kaum Wanita Sendayan.
- Built a Multipurpose Hall for the community at the Balai Raya in Taman Bukit Sendayan.
- Cash donation of RM150,000 to the Chung Hua Secondary School, Port Dickson.
- Contributed land and RM1million for the new building of Negeri Sembilan Chinese Assembly Hall.
- Cash donation of RM100,000 for Chung Hua High School's in conjunction with their 100th Anniversary
- Cash contribution for Program Berbuka Puasa for students sitting for the PMR & SPM exams made via the PIBG of SMK Seri Sendayan.
- Cash donation towards SMK Seri Sendayan for the Pembinaan Pelan Strategik Sekolah 2014.



*Dato' Lee Tian Hock, Group Managing Director Officiating "Our Earth, Our Home" Charity Walk at Bandar Sri Sendayan.*



*A group photo with the participants after the charity walk.*



10,000 mud balls ready to be launched into the river.



Briefing by En. Azman from Jabatan Pengairan dan Saliran Malaysia before the launch.

### ENRICHING ENVIRONMENT - *Caring for Mother Nature*

The Company regards the importance of environment conservation and has initiated several environmental conservation measures in its operations. Our construction sites practise clear method of managing waste and construction materials through the principles of "RECYCLE, REUSE, REDUCE" in its daily operations. All wastage are minimized and whatever construction materials salvageable are channelled for recycle and re-use whenever possible.

In addition, our responsibilities towards the protection of our environment included:

- A sponsorship to create awareness on earth conservation walk - "Our Earth, Our Home Charity Walk" that was held at the Sendayan Green Park.
- Contribution of 10,000 pieces of mud ball equipment to clean up the river in our "Save Our River" campaign. This was carried out in collaboration with the Jabatan Pengairan Dan Saliran of Negeri Sembilan.



Mud-ball throwing in session.



Company trip to Italy and Switzerland 2013.

### MAKING WORK BETTER - enhancing employees' values

The Company recognises that its employees are its asset and it is imperative to have an engaged workplace in order to reinforce its core values and work towards the organisation's goals.

In pursuing these goals, the Company provides opportunities to enhance the employees' capacity and capability while ensuring workplace satisfaction, safety and wellness. The employees are encouraged to go for regular trainings for self-development to improve their well-being and intellectual capability.

The employees' welfare are well taken care of by the Company and among others, the Company provides annual overseas trips to reward them on their contributions towards the Group.

### A NATURE LOVING MARKET PLACE – encouraging operations through a "Green" initiative

In the Company's daily operations, the Company has encouraged its suppliers on the usage of recycled parts for their end product. As part of encouragement, the Company will purchase, promote and support suppliers who cultivate such practices eg stationeries, uniforms, copiers etc.

### CONTINUOUS EFFORTS FOR CSR

As an established and caring developer in Malaysia, we place our priority on CSR by setting aside a budget in respect of monetary contributions towards CSR activities. From all our annual contributions, it clearly sets Matrix apart as the people's developer with a marked difference.



Company trip to Eastern Europe 2013.