



## Building Sustainable Communities

*We remain steadfast in upholding a sustainable approach to the environment, as well as enhancing our social and economic responsibilities to the wider community.*



# Corporate Social Responsibility Activities



Matrix recognises that its businesses have direct and indirect impact on the communities in which it operates. We hold a special responsibility to use our knowledge and experience to further develop and initiate improvements for the betterment of the society. Some of our initiatives in contributing towards being a responsible corporate citizen included initiatives that were carried out benefitting the community, environment, marketplace and the workplace, which are highlighted in the Corporate Social Responsibility Statement in this Annual Report.

## CARING FOR COMMUNITY

### ***A commitment by the Company***

Matrix continues to maintain and uphold its philosophy of giving back to society of what it receives. Through philanthropic contributions, Matrix continues to embark on activities to aid the deserving communities. During the year, Matrix had contributed generously towards the communities, some of the initiatives are summarised as follows:-

- **MATRIX BRINGS CNY CHEERS TO OLD FOLKS HOME**

Matrix brought Chinese New Year festive joy to senior citizens of the Weng Da Old Folks Home at Taman SEA, Seremban with a cash contribution of RM5,000 and basic home and daily necessities.



Safety always a priority for Bandar Sri Sendayan

- **SAFETY ALWAYS A PRIORITY FOR BANDAR SRI SENDAYAN**

In an effort to provide a safe and secure environment for live, work and play to the residents in Bandar Sri Sendayan, Matrix contributed one (1) unit of Mobile Van and three (3) units of

Police Beat to the police force. Located within the neighbourhood of Nusari Aman and Idaman Bayu as well as Sendayan TechValley, this initiative themed 'Working Together for a Safer Bandar Sri Sendayan' is aimed at promoting collaboration between Matrix and PDRM.



Matrix brings CNY cheers to old folks home

• **RAMADHAN AIDILFITRI CELEBRATION WITH THE UNDERPRIVILEGED**

In conjunction with a themed event "Enter The Matrix: StoryUnderTheSky", an outdoor cinematic screening of the movie "The Journey" was organised by Matrix Global Schools. Coinciding with a Ramadhan and Aidilfitri celebration with two underprivileged homes located in Taman Nusari Bayu 3, Bandar Sri Sendayan and Taman England, Seremban. Financial assistance to each of the orphanage, as well as in-kind contributions to single mothers were made during the event.

• **MATRIX UPLIFTS THE SPIRIT OF THE UNDERPRIVILEGED**

Matrix recently brought the light of Deepavali cheer to the children at the orphanage home of Pertubuhan Kebajikan Kanak-Kanak Nanthisar in Temiang, Seremban. Matrix assisted in the building of a patio, an awning and extra bathrooms to cater to the orphanage's growing needs, in addition to donation of cash, groceries and household necessities.

• **MATRIX CONCEPTS FOUNDATION UNDERTAKES TO SPONSOR PHYSIOTHERAPY TREATMENT**

Matrix has channeled some charitable activities via an independent charity trust, Matrix Concepts Foundation ("MCF"). Dato' Logendran A/L K Narayanasamy, the Chairman of MCF's funds committee set up to administer the activities with an aim to promote the following :-

- a) Promote activities towards earth conservation with the philosophy of "REUSE, RECYCLE & REDUCE".
- b) Provide advancement of education for needy students without regard to race, creed and religion.
- c) Relieve poverty and other purposes beneficial to the community without regard to race, creed and religion.

Among the first to receive from MCF is Kirthana A/P Visvanathan, a 20-year old girl diagnosed with right hemiplegic cerebral palsy. Dato' Logendran A/L K Narayanasamy visited Kirthana at the Physiotherapy Department of NCSMH Medical Centre in Seremban and undertakes to sponsor Kirthana's 6-month physiotherapy treatment.



Ramadhan Aidilfitri Celebration with the underprivileged



Dato' Logendran A/L K Narayanasamy  
Chairman of Matrix Concepts Foundation



Dato' Logendran A/L K Narayanasamy visited Kirthana and undertakes to sponsor physiotherapy treatment



Matrix uplifts the underprivileged by spreading Deepavali cheers

## EDUCATION EXCELLENCE

Shaping the minds of the future

- **MATRIX'S MAIDEN PARTICIPATION IN THE EDGE KUALA LUMPUR RAT RACE 2014**

Matrix participated for the first-ever The Edge KL Rat Race in 2014 being one of two Gold Sponsors in this 15th edition of the charity race. This marathon-styled charity run was organised by The Edge Communications Sdn Bhd and is an annual event for the corporate sector in Malaysia with the primary objective of raising funds for the development of education in this country.

- **MATRIX SPONSORS 61 RURAL AND SUB-URBAN SCHOOLS UNDER STAR NIE PROGRAMME**

In an effort to improve the English proficiency amongst school children in rural areas, Matrix sponsored copies of the Star newspaper for 61 schools under the Newspaper-In-Education (NIE) Programme. This sponsorship sees 51 primary and secondary schools in various districts in Negeri Sembilan and another 10 schools in Kluang, Johor benefitting from this collective efforts.



Matrix sponsors 61 rural and suburban schools under Star NIE programme



Matrix's maiden participation in the Edge Kuala Lumpur Rat Race 2014

## NURTURING ENVIRONMENT

### Caring for Mother Nature

- **"OUR EARTH, OUR HOME" CHARITY WALK**

During the Wesak Day Celebration, a total of 360 participants gathered at the Sendayan Green Park in support of a charity walk themed "Do Good Deeds, Speak Good Words and Conceive Kind Thoughts". This collaborative effort with the Malaysian Fo Guang Buddhist Association in Seremban aimed to create awareness on the importance of caring for the environment and preserving Mother Nature, as well as fostering the spirit of social harmony.

## MAKING WORK BETTER

### Enhancing employees' capacity and capability

- Matrix recognises that its employees are its asset and it is imperative to provide a conducive workplace and to reinforce its core values towards achieving the goals of the organisation. Matrix continues to provide opportunities to enhance the employees' capacity and capability while ensuring job satisfaction, as well as safety and health in the workplace.

As part of the employees' welfare, Matrix provides subsidised education at Matrix Global Schools to the employees' children. In addition, Matrix encourages social and leisure interaction among the employees in order for them to attain a balanced life. With this in mind, Matrix provides complimentary memberships at d'Tempat Country Club in Bandar Sri Sendayan to the employees and their immediate family members.

To enhance knowledge and skills, employees are encouraged to attend regular trainings to equip themselves in preparation for the increasingly challenging work requirements, besides improving their personal well-being and intellectual capability.

## A NATURE LOVING MARKET PLACE

### Encouraging operations through a "Green" initiative.

- In the daily operations, Matrix continues to encourage its suppliers on the usage of recycled materials for their end products. As part of this

encouragement, Matrix continues to purchase from, promote and support suppliers who cultivate such practices, for example, suppliers of construction materials with high recyclable contents, as well as product brochures, greeting cards, table calendars and stationeries printed on recycled materials or papers.

## CONTINUOUS EFFORTS FOR THE COMMUNITY

- As an established and caring developer in Malaysia, Matrix takes pride in being able to contribute its efforts towards the promotion of social responsibility activities.

Matrix remains focused to be a community developer and through all its annual contributions, upholds its tagline of "Nurturing Environments, Enriching Lives".

