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SEEC MEDIA GROUP LIMITED

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 205)

(1) THE NEW SGM AND BOOK CLOSURE; AND (2) CHANGE IN TIMETABLE OF THE CAPITAL REORGANISATION

References are made to (i) the announcement of SEEC Media Group Limited (the “Company”) dated 2 March 2020; (ii) the circular of the Company dated 13 March 2020 (the “Circular”) in relation to, among other things, the proposed Capital Reorganisation and the proposed Change in Board Lot Size; (iii) the notice (the “Original Notice”) of special general meeting of the Company dated 13 March 2020 and the form of proxy (the “Original Proxy Form”) in relation to the special general meeting of the Company originally scheduled to be held on 30 March 2020 (the “Original SGM”); and (iv) the announcement (the “SGM Cancellation Announcement”) of the Company dated 29 March 2020 in relation to the cancellation of the Original SGM. Unless otherwise defined herein, capitalised terms used in this announcement shall have the same meanings as those defined in the Circular.

THE NEW SGM AND BOOK CLOSURE

As stated in the SGM Cancellation Announcement, the Original SGM is cancelled and the Company will publish announcement(s) regarding details of another special general meeting of the Company (the “New SGM”) and the revised timetable of the Capital Reorganisation after the Board has determined the date, time and venue of the New SGM and the book closure period, and will despatch the notice regarding the New SGM to the Shareholders in due course.

The Board wishes to inform the Shareholders that the New SGM will be held at Portion 2, 12/F, The Center, 99 Queen’s Road Central, Central, Hong Kong on Tuesday, 28 April 2020 at 11:00 a.m.. A notice convening the New SGM (the “New Notice”) and a form of proxy in relation to the New SGM (the “New Proxy Form”), which contained the same resolution as set out in the Original Notice or the Original Proxy Form (as the case may be), will be despatched by the Company to the Shareholders on 9 April 2020. Shareholders are advised to read the New Notice and New Proxy Form for further information.

Original Proxy Form and New Proxy Form

Shareholders should note that the Original Proxy Form is not valid for the New SGM. A New Proxy Form will be despatched by the Company to the Shareholders on 9 April 2020. Whether or not you intend to attend the New SGM, you are requested to complete and sign the New Proxy Form in accordance with the instructions printed thereon and return the same to the Company's branch share registrar in Hong Kong, Tricor Secretaries Limited at Level 54, Hopewell Centre, 183 Queen's Road East, Hong Kong as soon as possible and in any event not less than 48 hours before the time appointed for holding the New SGM or any adjournment thereof. Completion and return of the New Proxy Form will not preclude you from attending and voting in person at the New SGM or any adjournment thereof if you so wish. For the avoidance of doubt, any Original Proxy Form duly completed and returned in accordance with the instructions printed thereon by the Shareholders is not valid for the New SGM to be held on Tuesday, 28 April 2020 at 11:00 a.m., and the relevant Shareholders are required to submit the New Proxy Form again.

Book closure

For the purpose of ascertaining the members' right to attend and vote at the New SGM, the register of members of the Company will be closed from Thursday, 23 April 2020 to Tuesday, 28 April 2020, both days inclusive, during which period no transfer of Shares will be registered. In order to be eligible to attend and vote at the New SGM, all completed transfer documents accompanied by the relevant share certificate(s) must be lodged with the Company's branch share registrar office in Hong Kong, Tricor Secretaries Limited, at Level 54, Hopewell Centre, 183 Queen's Road East, Hong Kong for registration not later than 4:30 p.m. on Wednesday, 22 April 2020.

CHANGE IN TIMETABLE OF THE CAPITAL REORGANISATION

As a result of the aforesaid changes, the expected timetable of the Capital Reorganisation is revised and set out below. All times and dates in this announcement refer to Hong Kong local times and dates.

Event	Time and date
Latest time and date for lodging transfer document in order to qualify for attending and voting at the New SGM	4:30 p.m. on Wednesday, 22 April 2020
Book closure period to determine entitlements to attend the New SGM (both days inclusive)	Thursday, 23 April 2020 to Tuesday, 28 April 2020
Latest time and date for lodging forms of proxy for the New SGM.	11:00 a.m. on Sunday, 26 April 2020

Event	Time and date
Expected time and date of the New SGM	11:00 a.m. on Tuesday, 28 April 2020
Publication of announcement of poll results of the New SGM	Tuesday, 28 April 2020
The following events are conditional on the fulfilment of the conditions for the implementation of the Capital Reorganisation:	
Expected effective date of the Capital Reorganisation.	Monday, 4 May 2020
First day for free exchange of existing share certificates for share certificates of the New Shares.	Monday, 4 May 2020
Commencement of dealings in the New Shares.	9:00 a.m. on Monday, 4 May 2020
Original counter for trading in the Existing Shares in board lots of 20,000 Existing Shares (in the form of existing share certificates) temporarily closes	9:00 a.m. on Monday, 4 May 2020
Temporary counter for trading in the New Shares in temporary board lots of 1,000 New Shares (in the form of existing share certificates) opens	9:00 a.m. on Monday, 4 May 2020
Original counter for trading in the New Shares in board lots of 10,000 New Shares (in the form of new share certificates) re-opens.	9:00 a.m. on Monday, 18 May 2020
Parallel trading in the New Shares (in the form of new share certificates in board lots of 10,000 New Shares and existing share certificates in board lots of 1,000 New Shares) commences	9:00 a.m. on Monday, 18 May 2020
Designated broker starts to stand in the market to provide matching services for odd lots of the New Shares.	9:00 a.m. on Monday, 18 May 2020

Event	Time and date
Temporary counter for trading in the New Shares in temporary board lots of 1,000 New Shares (in the form of existing share certificates) closes.	4:10 p.m. on Friday, 5 June 2020
Parallel trading in the New Shares (in the form of new share certificates in board lots of 10,000 New Shares and existing share certificates in board lots of 1,000 New Shares) ends.	4:10 p.m. on Friday, 5 June 2020
Designated broker ceases to provide matching services for odd lots of the New Shares.	4:10 p.m. on Friday, 5 June 2020
Last day for free exchange of existing share certificates for the share certificates of the New Shares.	4:30 p.m. on Tuesday, 9 June 2020

This timetable is indicative only and any subsequent changes to the expected timetable will be announced by the Company as and when appropriate.

Save for the aforesaid changes, the information set out in the Circular remains valid and unchanged.

By order of the Board
SEEC Media Group Limited
Li Leong
Executive Director

Hong Kong, 7 April 2020

As at the date of this announcement, the Board comprises Mr. Li Leong, Mr. Li Xi, Mr. Li Zhen, Mr. Zhang Zhifang and Mr. Zhou Hongtao as the executive directors and Mr. Law Chi Hung, Mr. Leung Tat Yin and Mr. Wong Ching Cheung as the independent non-executive directors.