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SEEC MEDIA GROUP LIMITED

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)
(Stock Code: 205)

COMPLETION OF PLACING OF NEW SHARES UNDER THE GENERAL MANDATE

Placing Agent



中國保盛證券有限公司
CHINA PROSPECT SECURITIES LIMITED

The Board is pleased to announce that all conditions to the Placing Agreement have been fulfilled and completion of the Placing took place on 15 July 2020. A total of 63,730,000 Placing Shares have been successfully placed by the Placing Agent to not less than six Places at Placing Price of HK\$0.11 per Placing Share pursuant to the terms and conditions of the Placing Agreement.

References are made to the announcement of SEEC Media Group Limited (the “**Company**”) dated 22 June 2020 in relation to the placing of new shares under general mandate (the “**Announcement**”). Unless otherwise stated, capitalised terms used herein shall bear the same meanings as defined in the Announcement.

COMPLETION OF PLACING OF NEW SHARES UNDER GENERAL MANDATE

The Board is pleased to announce that all conditions to the Placing Agreement have been fulfilled and completion of the Placing took place on 15 July 2020. A total of 63,730,000 Placing Shares have been successfully placed by the Placing Agent to not less than six Places at Placing Price of HK\$0.11 per Placing Share pursuant to the terms and conditions of the Placing Agreement, representing approximately 16.67% of the issued share capital of the Company as enlarged by the allotment and issue of the Placing Shares immediately upon completion of the Placing.

To the best of the Directors' knowledge, information and belief, having made all reasonable enquiries, the Placees and their respective ultimate beneficial owners (if any) are professional, institutional, or other investors who are third parties independent of the Company and its connected persons, the net proceeds (after deducting the placing commission and other related expenses and professional fees) from the Placing amounted to approximately HK\$6.84 million. The Company intends to use such net proceeds for the general working capital of the Group and improve the cash position of the Group which then can help establishing and strengthening the existing and future business of the Group.

SHAREHOLDING STRUCTURE OF THE COMPANY IMMEDIATELY BEFORE AND UPON COMPLETION OF THE PLACING

The shareholding structure of the Company immediately before and upon completion of the Placing is as follows:

Name of Shareholders	(i) Immediate before completion of the Placing		(ii) Immediately upon completion of the Placing	
	<i>Number of Shares held</i>	<i>Approximate % of total Shares in issue</i>	<i>Number of Shares held</i>	<i>Approximate % of total Shares in issue</i>
Substantial Shareholder:				
Ni Songhua	28,815,000	9.04	28,815,000	7.53
Public Shareholders:				
The Placees	–	–	63,730,000	16.67
Other public Shareholders	289,862,275	90.96	289,862,275	75.80
Total	<u>318,677,275</u>	<u>100.00</u>	<u>382,407,275</u>	<u>100.00</u>

By order of the Board
SEEC Medla Group Limited
Li Leung
Executive Director

Hong Kong, 15 July 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 director.