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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 SUBSCRIPTION OF NEW SHARES UNDER SPECIFIC MANDATE

The Board is pleased to announce that all the conditions of the Subscription Agreement have been fulfilled and the completion of the Subscription took place on 24 June 2021, whereby 170,000,000 Subscription Shares were allotted and issued to the Subscriber at the Subscription Price of HK\$0.13 per Subscription Share.

Reference is made to the announcement of SEEC Media Group Limited (the “**Company**”) dated 20 April 2021, the circular of the Company dated 21 May 2021 (the “**Circular**”) and the announcement dated 8 June 2021, all of which relating to, among other matters, the connected transaction in relation to the Subscription of 170,000,000 Subscription Shares by the Subscriber under Specific Mandate. Unless the context requires otherwise, capitalised terms used herein shall have the same meanings as those defined in the Circular.

COMPLETION OF THE SUBSCRIPTION

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The net proceeds from the Subscription amounted to approximately HK\$21.8 million will be used for the repayment of the borrowing of the Group as set out in the Circular.

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

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

	Immediately before completion of the Subscription		Immediately upon completion of the Subscription	
	<i>Number of Shares</i>	<i>Approx. % (note)</i>	<i>Number of Shares</i>	<i>Approx. % (note)</i>
Substantial Shareholder:				
Ni Songhua	28,815,000	6.46	28,815,000	4.68
The Subscriber	–	–	170,000,000	27.59
Public Shareholders:				
Other public Shareholders	417,327,730	93.54	417,327,730	67.73
Total	<u>446,142,730</u>	<u>100.00</u>	<u>616,142,730</u>	<u>100.00</u>

Note:

The above percentage figures are subject to rounding adjustments. Accordingly, figures shown as total may not be an arithmetic aggregation of the figures preceding it.

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

Hong Kong, 24 June 2021

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