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SEEC Media Group Limited
(Incorporated in Cayman Islands with limited liability)
(Stock Code: 205)

CHANGE OF DIRECTORSHIP AND AUTHORISED REPRESENTATIVE

With effect from 23 May 2014, (i) Mr. Li Shijie has resigned as an Executive Director of the Company; (ii) Mr. Zhou Hongtao has been appointed as an Executive Director of the Company; and (iii) Mr. Suen Man, Simon has been appointed as an Executive Director and one of the authorised representatives of the Company; and (iv) Mr. Wang Xiangfei has resigned as one of the authorised representatives of the Company.

The Board of directors (the “**Board**”) of SEEC Media Group Limited (the “**Company**”) announces the following:

RESIGNATION OF EXECUTIVE DIRECTOR

With effect from 23 May 2014, Mr. Li Shijie (“Mr. Li”) has resigned from his position as an Executive Director of the Company for the reason of having other business engagements which require more of his dedication. Mr. Li has confirmed that there is no disagreement with the Board and there is no matter relating to his resignation that needs to be brought to the attention of the shareholders of the Company. The Board would like to express its most sincere gratitude to Mr. Li for his invaluable contribution to the Company during his tenure of service.

APPOINTMENT OF EXECUTIVE DIRECTORS AND CHANGE OF AUTHORISED REPRESENTATIVE

The Board further announces that Mr. Zhou Hongtao (“Mr. Zhou”) has been appointed as an Executive Director and Mr. Suen Man, Simon (“Mr. Suen”) has been appointed as an Executive Director and one of the authorized representatives of the Company with effect from 23 May 2014.

Mr. Zhou, aged 37, has over 10 years of experience in investment and media related industry. Mr. Zhou is currently the managing director of Shanghai Hang Chen Hang Place The Industry Co, Ltd in the People’s Republic of China, a real estate investment company in Shanghai. Mr. Zhou was the senior investment manager in Founder Group, Beijing, specialized in information technology and media related investment. Mr. Zhou obtained a Bachelor degree of Chemical Engineering and Technology from the Dalian University of Technology in 2000 and a Master of Business Administration degree from the Beijing Jiaotong University in 2005.

Mr. Zhou did not hold any other directorship in any public listed companies in Hong Kong or overseas for the last three years. There is no service contract between Mr. Zhou and the Company. His appointment has no fixed term and is subject to retirement at the forthcoming annual general meeting of the Company. Mr. Zhou's remuneration will be determined by the Board with reference to his duties and responsibilities with the Company. Mr. Zhou has no relationship with any directors, senior management or substantial or controlling shareholder of the Company. As at the date of this announcement, Mr. Zhou has no interest in the securities of the Company within the meaning of Part XV of the Securities and Futures Ordinance. There is no information to be disclosed by Mr. Zhou pursuant to Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited and there is no other information that need to be brought to the attention of the shareholders of the Company in relation to Mr. Zhou's appointment.

Mr. Suen, aged 42, has over 20 years of experience in investment and media related industry. Mr. Suen was the stock investment section editor of Hong Kong Daily News from 1994 to 2007. Mr. Suen is an executive director of a fund management company in Shenzhen since 2008.

Mr. Suen graduated from Hong Kong Polytechnic with a diploma in social work in 1993 and obtained his Master of Business Administration degree in Paramount University of Technology of the United States of America in 2006.

Mr. Suen did not hold any other directorship in any public listed companies in Hong Kong or overseas for the last three years. There is no service contract between Mr. Suen and the Company. His appointment has no fixed term and is subject to retirement at the forthcoming annual general meeting of the Company. Mr. Suen's remuneration will be determined by the Board with reference to his duties and responsibilities with the Company. Mr. Suen has no relationship with any directors, senior management or substantial or controlling shareholder of the Company. As at the date of this announcement, Mr. Suen has no interest in the securities of the Company within the meaning of Part XV of the Securities and Futures Ordinance. There is no information to be disclosed by Mr. Suen pursuant to Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited and there is no other information that need to be brought to the attention of the shareholders of the Company in relation to Mr. Suen's appointment.

The Board also announces that Mr. Wang Xiangfei has resigned as one of the authorised representatives of the Company with effect from 23 May 2014.

By order of the Board
SEEC Media Group Limited
Zhang Zhifang
Executive Director

Hong Kong, 23 May 2014

As at the date of this announcement, the Board comprises Mr. Wang Boming, Mr. Zhang Zhifang, Mr. Dai Xiaojing, Mr. Zhou Hongtao and Mr. Suen Man, Simon as executive directors and Mr. Wang Xiangfei, Mr. Ding Yu Cheng and Mr. Zhang Ke as independent non-executive directors.