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

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that it is expected that the Group will record a substantial loss attributable to the Shareholders in the region of approximately HK\$25 million to HK\$28 million in its consolidated financial result for the six months ended 30 June 2014 as compared to the profit attributable to the Shareholders for the corresponding period in 2013.

The information contained in this announcement is based solely on the preliminary assessment by the Board according to the unaudited consolidated management accounts of the Group which have not been reviewed nor audited by the auditor of Company.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by SEEC Media Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that it is expected that the Group will record a substantial loss attributable to the Shareholders in the region of approximately HK\$25 million to HK\$28 million in its consolidated financial results for the six months ended 30 June 2014 as compared to the profit attributable to the Shareholders for the corresponding period in 2013.

As compared to the profit attributable to the Shareholders for the corresponding period in 2013, the reasons for the loss in current period are, among other things, as follows:

- (i) there was keen competition in the print media advertising industry in China;
- (ii) there was a decrease in the gross profit margin of approximately 9.8% due to a decrease in revenue of around HK\$27 million and increase in overall operating costs; and
- (iii) there was an increase in legal expenses of approximately HK\$ 3.8 million during the period.

The information contained in this announcement is only a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2014, which have not been reviewed or audited by the auditor of the Company. Further details of the Group's financial results and performance will be disclosed in the Company's unaudited interim results announcement to be published in August 2014.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

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

Hong Kong, 4 August 2014

As at the date hereof, 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. Zhang Ke and Mr. Ding Yu Cheng as independent non-executive directors.