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

**UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS,
INSIDE INFORMATION
AND
RESUMPTION OF TRADING**

This announcement is by SEEC Media Group Limited (the “**Company**”) made pursuant to Rule 13.10 of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS

The board (the “**Board**”) of directors (“**Directors**”) of the Company has noted the increases in the price and trading volume of the shares of the Company on 2 September 2014. Having made such enquiry with respect to the Company as is reasonable in the circumstances, save as disclosed herein, the Board confirms that it is not aware of any reasons for such increases in the price and the trading volume of the shares of the Company or of any information which must be announced to avoid a false market in the Company’s securities or of any inside information that needs to be disclosed under Part XIVA of the SFO.

INSIDE INFORMATION

Pursuant to an enquiry made by the Company to United Home Limited today, the Board was then informed by United Home Limited, the controlling shareholder (as defined in the Listing Rules) of the Company, disposed of 280,000,000 shares of HK\$0.1 each in the share capital of the Company (“**Shares**”) to three independent third parties (the “**Purchasers**”) at HK\$0.34 per Share on 1 September 2014. The shares disposed of represent approximately 16.1% of the issued share capital of the Company (the “**Disposal**”).

To the best of the Directors' knowledge, information and belief and having made all reasonable enquiries, the Purchasers are third parties independent of and not connected with the Company and its connected persons (as defined in the Listing Rules).

After the Disposal, the number of shares beneficially held by United Home Limited dropped from 988,788,699 Shares to 708,788,699 Shares, representing a change from approximately 56.84% to approximately 40.74% of the issued share capital of the Company. United Home Limited remains as the controlling shareholder (as defined in the Listing Rules) of the Company.

RESUMPTION OF TRADING

At the request of the Company, trading in the shares of the Company on the Stock Exchange was halted from 1: 00 p.m. on 2 September 2014 pending the release of this announcement. An application has been made to the Stock Exchange for resumption of trading in the shares of the Company on the Stock Exchange with effect from 9: 00 a.m. on 3 September 2014.

This announcement is made by the order of the Board, the Directors collectively and individually accept responsibility for the accuracy of this announcement.

Shareholders and potential investors of the Company 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, 2 September 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.