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**SEEC MEDIA GROUP LIMITED**  
*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 205)**

## **INSIDE INFORMATION STRATEGIC COOPERATION FRAMEWORK AGREEMENT**

This announcement is made by SEEC Media Group Limited (the “**Company**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions under Part XIVA of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

### **STRATEGIC COOPERATION FRAMEWORK AGREEMENT**

The board (the “**Board**”) of directors of the Company (the “**Directors**”) is pleased to announce that on 27 October 2014, the Company entered into a strategic cooperation framework agreement (the “**Strategic Cooperation Framework Agreement**”) with 國泰滙通信息技術(北京)有限公司上海分公司 (Chinova\*) (“**Chinova**”). Pursuant to the Strategic Cooperation Framework Agreement, the Company and Chinova will (i) seek cooperation on the development of cross boarder e-commerce business and settlement services, online to offline business, cloud computing services and big data analysis in the People’s Republic of China (the “**PRC**”); and (ii) arrange fund raising for business expansion and development of Chinova (the “**Possible Cooperation**”).

To the best knowledge, information and belief of the Directors, having made all reasonable enquiries, Chinova and its ultimate beneficial owner(s) are third parties independent of and not connected with the Company and its connected person (as defined in the Listing Rules).

## INFORMATION ON CHINOVA

Chinova is an official operator of Emall Chinapay, an e-commerce platform and supportive cross border payment system owned by China Unionpay. China Unionpay is a bankcard association and an authorised interbank clearing institution established under the approval of the People's Bank of China.

Leveraging on the global cross border payment gateway and the vast database of cardholders in the PRC of China Unionpay, Emall Chinapay (i) offers an online shopping platform for global premier merchants covering different high end product categories; (ii) brings global premier merchants into the PRC; (iii) promotes massive domestic consumers to overseas; and (iv) ensures online payment security and product quality.

In the event that the Possible Cooperation materializes and constitutes notifiable transactions of the Company under the Listing Rules, the Company will make further announcements as and when appropriate pursuant to the requirements under the Listing Rules.

**The Directors wish to emphasize that no binding agreement in relation to the Possible Cooperation has been entered into as at the date of this announcement. As such, the Possible Cooperation may or may not proceed. 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**  
**Suen Man, Simon**  
*Executive Director*

Hong Kong, 27 October 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. Zhang Ke and Mr. Ding Yu Cheng as the independent non-executive Directors.*

\* *for identification purpose only*