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

## **APPOINTMENT OF EXECUTIVE DIRECTOR**

The Board is pleased to announce that Mr. Li Leong has been appointed as an executive director of the Company with effect from 12 February 2015.

The Board of directors (the “**Board**”) of SEEC Media Group Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce that Mr. Li Leong (“**Mr. Li**”) has been appointed as an executive director of the Company with effect from 12 February 2015.

Mr. Li, aged 31, has years of experience in financial industry. Mr. Li graduated from the University of Western Ontario in Canada with a Bachelor of Science degree in Mathematics and Statistics in 2006. He also obtained a Master of Science degree in Investment Management from the Hong Kong University of Science and Technology in 2013.

Mr. Li 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. Li and the Company. His appointment has no fixed term and is subject to retirement at the forthcoming annual general meeting of the Company. Mr. Li’s remuneration will be determined by the Board with reference to his duties and responsibilities with the Group. Mr. Li has no relationship with any directors, senior management or substantial or controlling shareholder of the Company. As at the date of this announcement, Mr. Li 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. Li 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. Li’s appointment.

The Board would like to welcome Mr. Li as a member of the Board.

By order of the Board  
**SEEC Media Group Limited**  
**Suen Man Simon**  
*Executive Director*

Hong Kong, 12 February 2015

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