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

**DELAY IN DESPATCH OF CIRCULAR  
AND  
REVISION ON THE TERMS AND  
EXPECTED TIMETABLE FOR THE OPEN OFFER AND  
CHANGE IN BOARD LOT SIZE**

Reference is made to the announcement of SEEC Media Group Limited (the “**Company**”) dated 19 August 2015 (the “**Announcement**”) in relation to, amongst others, the proposed Open Offer. Unless the context otherwise requires, capitalised terms used in this announcement shall have the same meaning as defined in the Announcement.

**DELAY IN DESPATCH OF CIRCULAR**

As disclosed in the Announcement, a Circular containing, amongst others, further details of the Open Offer, the Underwriting Agreement, a letter from the Independent Board Committee, a letter from the Independent Financial Adviser and a notice of the EGM is expected to be despatched to the Shareholders on or before 27 August 2015.

As additional time is required for the Company to prepare and finalise the information to be contained in the Circular in view of the possible revision to the terms of the Open Offer as stated below, the date of despatch of the Circular and the date of the EGM is expected to be postponed pending the finalisation of such information.

## **REVISION ON THE TERMS AND EXPECTED TIMETABLE FOR THE OPEN OFFER AND CHANGE IN BOARD LOT SIZE**

As at the date of this announcement, the Company is currently in negotiation with the Underwriter in relation to possible revision to the terms of the Open Offer due to the current volatile market condition.

Further announcement in relation to the revised timetable for the Open Offer, change in board lot size and the possible revision to the terms of the Open Offer, once finalised, will be made by the Company in compliance with the Listing Rules.

By order of the Board  
**SEEC Media Group Limited**  
**Li Leong**  
*Executive Director*

Hong Kong, 25 August 2015

*As at the date of this announcement, the executive Directors are Mr. Wang Boming (Chairman), Mr. Zhang Zhifang, Mr. Dai Xiaojing, Mr. Suen Man Simon, Mr. Zhou Hongtao and Mr. Li Leong; and the independent non-executive Directors are Mr. Ding Yu Cheng, Mr. Law Chi Hung and Ms. Wensy Ip.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*