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## **SEEC MEDIA GROUP LIMITED**

*(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)*

**(Stock Code: 205)**

### **BUSINESS UPDATE AND CHANGE IN USE OF PROCEEDS**

Reference is made to the prospectus (the “**Prospectus**”) of SEEC Media Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) dated 4 December 2015 in relation to, among others, the use of proceeds of the Open Offer and the announcement (the “**Announcement**”) of the Company dated 22 June 2016 in relation to the change in use of proceeds. Unless otherwise specified herein, capitalized terms used in this announcement shall have the same meanings as those defined in the Prospectus and the Announcement.

The Group is currently carrying out the business of Type 1 (dealing in securities) regulated activity under the SFO. The Group intends to provide diversified financial services to the client through developing money lending services. It is believed that the money lending business will be able to leverage the existing financial business of the Group and broaden the Group’s income stream. In view of this, the Group has applied to the relevant statutory authorities for a money lender’s licence under the Money Lenders Ordinance (Cap 163) and a licence has been granted to an indirect non-wholly owned subsidiary of the Company in June 2016. Up to the date of this announcement, the Group has commenced operation in the money lending business and has received loan inquiries from three potential borrowers. Accordingly, the Board has resolved to change the use of part of the unutilized net proceeds of approximately HK\$100 million from original allocation as for the set-up and operation of a company licensed under the SFO to conduct Type 1 (dealing in securities) regulated activity under the SFO to the revised allocation as for the operation and development of money lending business. The board expected that other unutilized net proceeds from the Open Offer will be used as intended.

The Directors (including the independent non-executive Directors) consider the above change in the use of the net proceeds from the Open Offer is fair and reasonable and in the interests of the Company and its Shareholders as a whole.

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

Hong Kong, 8 July 2016

*As at the date of this announcement, the Board comprises Mr. Wang Boming, Mr. Zhang Zhifang, Mr. Zhou Hongtao, Mr. Li Xi and Mr. Li Leong as the executive directors and Mr. Law Chi Hung and Ms. Wensy Ip as the independent non-executive directors.*