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SEEC MEDIA GROUP LIMITED

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

(Stock Code: 205)

**ANNOUNCEMENT
REALISED LOSS AND UNREALISED GAIN OF
HELD-FOR-TRADING INVESTMENTS**

This announcement is made by SEEC Media Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) 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).

Based on the information currently available, the board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors that it is expected that a realised loss and an unrealised fair value gain of approximately HK\$10.4 million and approximately HK\$77.1 million respectively on the held-for-trading investments would be recorded in the Group for the year ended 31 December 2016.

The information and figures contained in this announcement is only based on the preliminary assessment made by the Board with reference to the information currently available, which have not been finalised, reviewed or audited by the auditors of the Company. Such data may be different from the information to be disclosed in the audited financial statements announced in the future. The Group is in the process of finalising the final results of the Group for the year ended 31 December 2016 which are expected to be released by the end of March 2017.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in shares of the Company.

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

Hong Kong, 9 January 2017

As at the date of this announcement, the executive directors are Mr. Zhang Zhifang, Mr. Zhou Hongtao, Mr. Li Leong and Mr. Li Xi; and the independent non-executive directors are Mr. Law Chi Hung, Ms. Wensy Ip and Mr. Wong Ching Cheung.