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SEEC MEDIA GROUP LIMITED

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)
(Stock Code: 205)

PROFIT WARNING

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).

The board of directors (the “**Board**”) of the Company wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the information currently available, the Group is expected to record a substantial loss attributable to the Shareholders for the six months ended 30 June 2017. Such substantial loss was mainly attributable to the unrealised fair value losses and realised losses on held-for-trading investments in equity securities listed in Hong Kong.

The Group is in the process of finalising the unaudited consolidated interim results for the six months ended 30 June 2017. Hence, the information contained in this announcement is only a preliminary assessment made by the Board based on the information currently available, which is subject to further review and finalization by the Board. Shareholders and potential investors of the Company are advised to refer to the details in the unaudited consolidated interim results of the Group for the six months ended 30 June 2017, which is expected to be published in late August 2017.

Shareholders and potential investors of the Company 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, 4 July 2017

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