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## **SEEC MEDIA GROUP LIMITED**

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

### **VOLUNTARY ANNOUNCEMENT EXCLUSIVE COOPERATION AGREEMENT**

This announcement is made by SEEC Media Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis. The purpose of this announcement is to keep the shareholders and potential investors of the Company informed of the latest business development of the Group.

#### **EXCLUSIVE COOPERATION AGREEMENT**

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 9 September 2022 (after trading hours), Stellar Century (Hainan) Internet Technology Limited (星燄世紀(海南)網絡科技有限公司) (“**Stellar Century**”) a subsidiary of the Company entered into an exclusive cooperation agreement (the “**Exclusive Cooperation Agreement**”) with Yinhe Zhongxing (Hainan) e-commerce Co., Ltd. (銀河眾星(海南)電子商務有限公司) (“**Yinhe Zhongxing**”), during which Stellar Century will exclusively and successively operate all of the Taobao and Douyin accounts of Yinhe Zhongxing.

Pursuant to the Exclusive Cooperation Agreement, Stellar Century will provide customers with live technical support, online sales advisory and other new media services through the operation of all Taobao and Douyin accounts of Yinhe Zhongxing. During the cooperation, Stellar Century will entitle to the revenue generated from the operation all of the Taobao and Douyin accounts according to the specific circumstances stipulated in the Exclusive Cooperation Agreement.

The Directors believe that the Exclusive Cooperation Agreement is entered into in the ordinary and usual course of business of Stellar Century and on normal commercial terms and the terms of the Exclusive Cooperation Agreement are fair and reasonable and in the interests of the Company and Shareholders of the Company as a whole.

## **REASONS FOR AND BENEFITS OF ENTERING INTO THE EXCLUSIVE COOPERATION AGREEMENT**

The Group is principally engaged in the provision of advertising services, distribution of books and magazines, securities brokerage business, money lending business and e-commerce business in the PRC and in Hong Kong. The Board is of the view that entering into the Exclusive Cooperation Agreement enables the Group to further develop and expand its market of advertising business and e-commerce business in PRC, which enable the Group further expanding its capability for its media service.

The Group entered into a strategic cooperation agreement with Saturday Co., Limited in 2021 and intended to develop and expand its advertising business, especially the digital media marketing services and multi-channel network. In line with the Group's business development strategies and plans, the Board believes that the Exclusive Cooperation Agreement, enable the Group to create more development opportunities for the Group in the new media service market, which bring synergistic benefits to the Group and it represents an excellent opportunity for the Group to broaden its revenue base and enhance shareholders' value.

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

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

Hong Kong, 9 September 2022

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