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SEEC MEDIA GROUP LIMITED

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

APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR, MEMBER OF AUDIT COMMITTEE, REMUNERATION COMMITTEE AND NOMINATION COMMITTEE

The board (the “**Board**”) of directors (each, a “**Director**”) of SEEC Media Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that Mr. Guo Hui (“**Mr. Guo**”) has been appointed as an independent non-executive Director, a member of the audit committee, the nomination committee and the remuneration committee of the Board with effect from 31 March 2024. The biographical details of Mr. Guo is set out below:

Mr. Guo, aged 42, has over 10 years of experience in the marketing industry. He is currently a senior project manager of a sizable marketing corporation in the People’s Republic of China.

Pursuant to the letter of appointment entered into between the Company and Mr. Guo, Mr. Guo has been appointed for a term of two years from 31 March 2024, subject to retirement by rotation and re-election and other related provisions as stipulated in the bye-laws of the Company and the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”). Mr. Guo is entitled to receive an annual director’s remuneration of HK\$120,000 (which was determined by the Board having regard to the recommendation of the remuneration committee of the Board and with reference to prevailing market conditions, the experience and the relevant duties and responsibilities of Mr. Guo).

As at the date of this announcement, Mr. Guo is not interested in any shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (“**SFO**”) (Chapter 571 of the Laws of Hong Kong).

As at the date of this announcement, save as disclosed above, (i) Mr. Guo has not held any other major appointment and qualifications or any directorship in other listed companies, the securities of which are listed on any securities market in Hong Kong or overseas in the last three years; (ii) Mr. Guo does not hold any other positions with the Company or other members of the Group; (iii) Mr. Guo does not have any relationship with any Directors, senior management, substantial or controlling shareholders (having the meaning ascribed to it in the Listing Rules) of the Company; and (iv) there is no further information to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules nor any other matters that need to be brought to the attention of the shareholders of the Company in relation to the appointment of Mr. Guo. The Board would like to welcome Mr. Guo to join the Company.

COMPLIANCE WITH RULES 3.10(1), 3.21 AND 3.25 OF THE LISTING RULES

References are made to the announcements of the Company dated 29 December 2023 in relation to, among other things, the Company's non-compliance with certain requirements with respect to the Board composition pursuant to the Listing Rules. Following the appointment of Mr. Guo, the Company has fully complied with the requirements under Rules 3.10(1), 3.21 and 3.25 of the Listing Rules.

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

Hong Kong, 31 March 2024

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