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**SEEC MEDIA GROUP LIMITED**

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

**(Stock Code: 205)**

**DELAY IN DESPATCH OF CIRCULAR  
AND  
REVISION TO EXPECTED TIMETABLE FOR  
THE OPEN OFFER AND THE INCREASE  
IN AUTHORISED SHARE CAPITAL**

Reference is made to the Initial Announcement of SEEC Media Group Limited (the “**Company**”) dated 19 August 2015 in relation to, among other things, the Original Open Offer, Original Change in Board Lot Size and the increase in authorised share capital, and the announcement of the Company dated 9 September 2015 in relation to, among other things, the Increase in Authorised Share Capital and the Open Offer (the “**Announcement**”). Unless the context otherwise requires, capitalised terms used in this announcement shall have the same meaning as defined in the Announcement.

**DELAY IN DESPATCH OF CIRCULAR**

As disclosed in the Announcement, a Circular containing, among other things, further details of the Open Offer, the Increase in Authorised Share Capital and a notice convening the SGM is expected to be despatched to the Shareholders on or before 28 October 2015.

As additional time is required for the Company to prepare and finalise the information to be included in the Circular, it is expected that the despatch of the Circular will be postponed to a date falling on or before 4 November 2015.

## **REVISION TO EXPECTED TIMETABLE FOR THE OPEN OFFER AND THE INCREASE IN AUTHORISED SHARE CAPITAL**

As the expected date of despatch of the Circular is postponed, the timetable for the proposed Open Offer and Increase in Authorised Share Capital will be revised as follows:

**Event** **(Hong Kong time)**

**The following event is in relation to the Capital Reorganisation as stated in the Change of Domicile Circular:**

Expected effective date of the Capital Reorganisation. . . . . Monday, 16 November 2015

**The following events are in relation to the Open Offer and the Increase in Authorised Share Capital:**

Latest time for lodging form of proxy for the SGM  
(not less than 48 hours prior to time of the SGM) . . . . . 11:00 a.m. on Wednesday,  
18 November 2015

Expected date and time of the SGM . . . . . 11:00 a.m. on Friday,  
20 November 2015

Announcement of the results of the SGM . . . . . Friday, 20 November 2015

Last day of dealing in Shares on a cum-entitlement basis . . . . . Monday, 23 November 2015

First day of dealing in Shares on an ex-entitlement basis . . . . . Tuesday, 24 November 2015

Latest time for lodging transfer documents of Shares in  
order to be qualified for the Open Offer . . . . . 4:30 p.m. on Wednesday,  
25 November 2015

**Event** **(Hong Kong time)**

Register of members of the Company closes  
(both dates inclusive) . . . . . Thursday, 26 November 2015 to  
Wednesday, 2 December 2015

Record Date for the Open Offer . . . . . Wednesday, 2 December 2015

Register of members of the Company re-opens . . . . . Thursday, 3 December 2015

Despatch of the Prospectus Documents . . . . . Friday, 4 December 2015

Latest time for acceptance of and payment for the Offer Shares . . . . . 4:00 p.m. on Friday,  
18 December 2015

Latest time for termination of the Supplemental  
Underwriting Agreement . . . . . 4:00 p.m. on Monday,  
21 December 2015

Announcement of the results of acceptance of the Open Offer . . . Monday, 28 December 2015

Despatch of Share certificates for the Offer Shares . . . . . Tuesday, 29 December 2015

Despatch of refund cheques if the Open Offer is terminated . . . . Tuesday, 29 December 2015

Expected first day of dealings in the Offer Shares . . . . . 9:00 a.m. on Wednesday,  
30 December 2015

Designated broker starts to stand in the market to  
provide matching services for odd lots of Shares . . . . . Wednesday, 30 December 2015

Designated broker ceases to stand in the market to  
provide matching services for odd lots of Shares . . . . . Thursday, 21 January 2016

*Notes:* All times and dates stated in this announcement refer to Hong Kong local times and dates. Dates or deadlines specified in the expected timetable above are indicative only and may be extended or varied by the Company. Any changes to the expected timetable will be published or notified to Shareholders as and when appropriate.

In the event that any special circumstances arise, the Board may extend, or make adjustment to, the expected timetable as set out above if it considers appropriate. Any extension or adjustment to the expected timetable as set out above will be published or notified to the Shareholders and the Stock Exchange as and when appropriate.

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

Hong Kong, 28 October 2015

*As at the date of this announcement, the executive Directors are Mr. Wang Boming (Chairman), Mr. Zhang Zhifang, Mr. Dai Xiaojing, Mr. Suen Man Simon, Mr. Zhou Hongtao and Mr. Li Leong; and the independent non-executive Directors are Mr. Ding Yu Cheng, Mr. Law Chi Hung and Ms. Wensy Ip.*