

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



SEEC MEDIA GROUP LIMITED

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

GRANT OF SHARE OPTIONS

This announcement is made pursuant to Rule 17.06A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The board of directors (the “**Board**”) of SEEC Media Group Limited (the “**Company**”) announces that on 27 July 2017, 637,200,000 share options (the “**Options**”) to subscribe for up to a total of 637,200,000 ordinary shares of HK\$0.10 each (the “**Shares**”) of the Company were granted to eligible participants (the “**Grantees**”) under the share option scheme adopted by the Company on 11 May 2012, subject to the acceptance of the Grantees. Details of the Options granted are as follows:

Date of grant	:	27 July 2017
Number of Options granted	:	637,200,000
Exercise price of Options granted	:	HK\$0.033 per share
Closing price of Shares on the date of grant	:	HK\$0.033 per share
The average closing price of the Shares for the five business days immediately preceding the date of grant	:	HK\$0.028 per share
Validity period of the Options	:	From 27 July 2017 to 26 July 2022 (both days inclusive)

The offer of the Options to each of the Grantees had been approved by the Board.

None of the Grantee is a director, chief executive or substantial shareholder of the Company, nor an associate (as defined under the Listing Rules) of any of them.

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

Hong Kong, 27 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.