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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 EXECUTIVE DIRECTOR**

The board of directors (the “**Board**”) of SEEC Media Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that Mr. Li Zhen (“**Mr. Li**”) has been appointed as an executive director of the Company with effect from 16 April 2019.

Mr. Li, aged 37, has over 13 years of experience in the media industry. He is specialized in strategic planning, project leading and advertising design in the media field. Prior to joining the Group, Mr. Li held a senior managerial position in a sizable media company in the People’s Republic of China.

Mr. Li did not hold any other directorship in any public listed companies in Hong Kong or overseas for the last three years. Mr. Li has no relationship with any director, senior management or substantial or controlling shareholder of the Company.

There is no service contract between Mr. Li and the Company. His appointment has no fixed term and is subject to retirement at the forthcoming annual general meeting of the Company. Mr. Li’s remuneration will be determined by the Board with reference to his duties and responsibilities with the Group.

As at the date of this announcement, Mr. Li has no interest in the securities of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Saved as disclosed above, there is no other matters in relation to the appointment of Mr. Li which are required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and there is no other information that need to be brought to the attention of the shareholders of the Company.

The Board would like to welcome Mr. Li for his joining to the Company.

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

Hong Kong, 16 April 2019

*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.*