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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 AND CHAIRMAN OF THE BOARD

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 Wei (“**Mr. Li**”) has been appointed as an executive director of the Company and chairman of the Board with effect from 18 January 2023. Mr. Li is currently the director of a subsidiary of the Company, Stellar Century (Hainan) Internet Technology Limited (星燄世紀(海南)網絡科技有限公司).

Mr. Li, aged 41, has over 10 years of management and operational experience in the media industry. He is specialized in strategic planning and project development in the media field. Prior to joining the Group, Mr. Li was a chief executive officer in a sizable media company in the People’s Republic of China. Mr. Li graduated from Hunan University with a Bachelor of Science degree of Journalism and Communication in 2004.

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, 18 January 2023

As at the date of this announcement, the Board comprises Mr. Li Wei, 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.