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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 (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The board of directors (the “**Board**”) of SEEC Media Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces that on 21 July 2023, 73,000,000 share options (the “**Options**”) to subscribe for up to a total of 73,000,000 ordinary shares of HK\$0.01 each (the “**Shares**”) of the Company were granted to director of the Company (the “**Director**”) and employees of the Group (collectively, the “**Grantees**”) under the share option scheme adopted by the Company on 30 June 2021, subject to the acceptance of the Grantees. Details of the Options granted are as follows:

Date of grant:	21 July 2023
Number of Options granted:	73,000,000
Exercise price of Options granted:	HK\$0.382 per share (representing the highest of (i) HK\$0.355, being the closing price of the Shares as stated in the daily quotations sheet of the Stock Exchange on the date of grant; (ii) HK\$0.382, being the average closing price of the Shares as stated in the daily quotations sheets of the Stock Exchange for the five consecutive trading days immediately preceding the date of grant; and (iii) HK\$0.01, being the nominal value of the Shares.)
Closing price of the Shares on the date of grant:	HK\$0.355 per share
Exercise period of the Options:	From 21 January 2024 to 20 July 2028 (both days inclusive)

Vesting period of the Options:	6 months after Date of grant. There is no specific requirement on the length of the vesting period under the Share Option Scheme. The Remuneration Committee and the Board are of the view that a vesting period shorter than 12 months is appropriate considering that the grant of Share Options serve as a recognition of the Grantee's past contribution to the Group or outstanding performance in the preceding financial year and incentivise the Grantee to continuously contribute to the operation, development and long-term growth of the Group.
Performance targets and clawback mechanisms:	There is no performance target or clawback mechanism attached to the Share Options granted
Financial Assistance:	The Company or any of its subsidiaries has not provided any financial assistance to the Grantees to facilitate the purchase of shares under the Share Option Scheme

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

Among the total of 73,000,000 Options granted, 7,300,000 Options were granted to one Director of the Company, the details of which are as follows:

Name of Director	Position held with the Company	Number of Options granted
Li Wei	Executive Director	7,300,000

Pursuant to Rule 17.04(1) of the Listing Rules, the grant of the Options to the above Director has been approved by the independent non-executive Directors and the Director has abstained from voting on the resolution approving the grant of Options in which such Director is the Grantee. Save as disclosed above, none of the Grantee is (i) a director, chief executive or substantial shareholder of the Company, nor an associate (as defined under the Listing Rules) of any of them; (ii) a participant with options and awards granted and to be granted exceeding the 1% individual limit under Rule 17.03D of the Listing Rules; or (iii) a related entity participant or service provider (as defined in the Listing Rules) with options and awards granted and to be granted in any 12-month period exceeding 0.1% of the total issued Shares.

After the grant of the Options as described above, the number of Shares available for future grant under the Share Option Scheme is 614,273.

By Order of the Board
SEEC Media Group Limited
Li Wei
Chairman and executive Director

Hong Kong, 21 July 2023

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