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WHITE FORM OF ACCEPTANCE AND CANCELLATION FOR USE IF YOU WANT TO ACCEPT THE OPTION OFFERS.

本白色接納及註銷表格在閣下欲接納購股權要約時適用。

All words and expressions defined in the composite document dated 24 December 2010 (the "Composite Document") jointly issued by United Home Limited and SEEC Media Group Limited shall, unless the context otherwise requires, have the same meanings when used in this form. The provisions of Appendix I to the Composite Document are incorporated into and form part of this form.

除文義另有所指外，本表格所用詞彙與United Home Limited及財訊傳媒集團有限公司於二零一零年十二月二十四日之合併文件（「合併文件」）所界定者具有相同涵義。合併文件附錄一之條文，已收錄及成為本表格之一部分。



SEEC Media Group Limited

財訊傳媒集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立之有限公司)

(Stock code: 205)

(股份代號: 205)

WHITE FORM OF ACCEPTANCE AND CANCELLATION OF OPTION(S) OF SEEC MEDIA GROUP LIMITED

財訊傳媒集團有限公司
購股權之白色接納及註銷表格

To be completed in full 每項均須填寫

The Offeror

Unit 3203, Cosco Tower, Grand Millennium Plaza, 183 Queen's Road Central, Hong Kong

要約方

香港皇后大道中183號新紀元廣場中遠大廈3203室

FOR THE CONSIDERATION stated below the "Optionholder(s)" named below does/do hereby agrees to accept the Option Offers and to cancel the number of outstanding Option(s) held by the Optionholder(s) specified below subject to the terms and conditions contained herein and in the Composite Document. 下述「購股權持有人」謹此同意按下列代價，根據合併文件載列之條款及條件，接納購股權要約並註銷以下註明其持有之尚未行使購股權數目。

You must insert the total number of Options for which the Option Offers is accepted.

閣下必須填上接納購股權要約之購股權總數。

Number of Options with an exercise price of HK\$0.247 (Note) 行使價為0.247港元之購股權數目(附註)	FIGURES 數目	WORDS 大寫
Number of Options with an exercise price of HK\$0.268 (Note) 行使價為0.268港元之購股權數目(附註)	FIGURES 數目	WORDS 大寫
Number of Options with an exercise price of HK\$0.330 (Note) 行使價為0.330港元之購股權數目(附註)	FIGURES 數目	WORDS 大寫
Option certificate number(s) 購股權證書號碼		
OPTIONHOLDER(S) name(s) and address(es) in full 購股權持有人全名及地址 (EITHER TYPE-WRITTEN OR WRITTEN IN BLOCK LETTERS) (請用打字機或正楷填寫)	Surname(s) or company name(s) 姓氏或公司名稱	Forename(s) 名字
	Registered address 登記地址	
	Telephone number 電話號碼	
CONSIDERATION 代價	HK\$0.0001 in cash for each Option 每份購股權現金0.0001港元	

Signed by or for and on behalf of the Optionholder(s) in the presence of:

購股權持有人或其代表在下列見證人見證下簽署：

Signature of witness

見證人簽署

Name of witness

見證人姓名

Address of witness

見證人地址

Occupation of witness 見證人職業

Date of submission of this form of acceptance and

cancellation by the Optionholder(s)
購股權持有人遞交本接納及註銷表格日期

**ALL JOINT
HOLDERS MUST
SIGN HERE**
所有聯名股東
均須於本欄
簽署

Signature(s) of Optionholder(s)/

Company chop, if applicable
購股權持有人簽署/公司印鑑(如適用)

The signing Optionholder(s) hereby acknowledge(s) that the Option Offers are conditional upon the terms and conditions as set out in the Composite Document, and that the signing and submission of this form of acceptance and cancellation by the signing Optionholder(s) do not render the cancellation of Options contemplated hereunder becoming effective. The cancellation of Options contemplated hereunder shall be subject to the approval of the Board.

署名購股權持有人茲確認購股權要約須待符合合併文件所載條款及條件後方可作實，且由署名購股權持有人簽署及呈交本接納及註銷表格不會導致此擬進行之購股權註銷生效。據此擬進行之購股權註銷須待董事會批准後方可作實。

Note: Insert the total number of Options for which the Option Offers is accepted. If no number is inserted; or a number in excess of your registered holding of Options is inserted; or a number in figures and/or words is incorrectly inserted; or something other than a number in figures and/or words is inserted, on this form of acceptance and cancellation and you have signed this form, this form of acceptance and cancellation is not duly completed and will not be counted towards valid acceptance.

附註：填上接納購股權要約之購股權總數。倘無在本接納及註銷表格填寫數目；或所填數目超過閣下登記持有之購股權數目；或不當填寫數目及/或字樣；或填寫數目及/或字樣以外者，而閣下已簽署本表格，則本接納及註銷表格將被視為未妥妥及將不會被當為有效接納。

THIS FORM IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. If you are in doubt as to any aspect of this form or as to the action to be taken, you should consult your licensed securities dealer, registered institution in securities, bank manager, solicitor, professional accountant or other professional adviser.

The making of the Option Offers to the overseas Optionholders may be prohibited or affected by the laws of the relevant jurisdictions. Overseas Optionholders should obtain appropriate legal advice on, or be informed themselves about and observe any applicable legal requirements. It is the responsibility of each overseas Optionholders who wishes to accept the Option Offers to satisfy himself, herself or itself as to the full observance of the laws of the relevant jurisdictions in connection therewith, including but not limited to the obtaining of any governmental, exchange control or other consent and any registration or filing which may be required in compliance with all necessary formalities, regulatory and/or legal requirements. Overseas Optionholders will also be fully responsible for the payment of any taxes and duties by whomsoever payable in respect of all relevant jurisdictions. The Offeror, First Shanghai Securities, and all persons involved in the Option Offers shall be entitled to be fully indemnified and held harmless by the overseas Optionholders for any taxes as they may be required to pay. Acceptance of the Option Offers by you will be deemed to constitute a warranty by you that you are permitted under all applicable laws to receive and accept the Option Offers, and any revision thereof, and such acceptance shall be valid and binding in accordance with all applicable laws. You are recommended to seek professional advice on deciding whether to accept the Option Offers.

HOW TO COMPLETE THIS FORM

Optionholders are advised to read this form in conjunction with the Composite Document before completing this form. To accept the Option Offers made by **First Shanghai Securities on behalf of the Offeror to acquire your Options at a cash price of HK\$0.0001 per Option**, you should complete and sign this form overleaf and forward this form, together with the relevant Option certificate(s) (the "Option certificate(s)") and/or any other document(s) of title (and/or any satisfactory indemnity or indemnities required in respect thereof), for not less than such number of Options in respect of which you wish to accept the Option Offers, by post or by hand, **to the Offeror at Unit 3203, Cosco Tower, Grand Millennium Plaza, 183 Queen's Road Central, Hong Kong, marked "SEEC Media Group Limited — Option Offers" on the envelope, as soon as possible and in any event so as to reach the Offeror at the aforesaid address by no later than 4:00 p.m. on 14 January 2011 (Hong Kong time) or such later time and/or date as the Offeror may determine and announce with the consent of the Executive.**

FORM OF ACCEPTANCE AND CANCELLATION IN RESPECT OF THE OPTION OFFERS

To: The Offeror and First Shanghai Securities

1. My/Our execution of this form overleaf shall be binding on my/our successors and assigns, and shall constitute:
 - (a) my/our acceptance of the Option Offers made by First Shanghai Securities on behalf of the Offeror, as contained in the Composite Document, for the consideration and subject to the terms and conditions therein and herein mentioned, in respect of the number of Options specified in this form;
 - (b) my/our irrevocable instruction and authority to each of the Offeror and/or First Shanghai Securities and/or any of their respective agent(s) to collect from the Company or the Offeror on my/our behalf the Option certificate(s) in respect of the Options due to be issued to me/us, which has/have been duly signed by me/us and to deliver the same to the Offeror and to authorise and instruct the Offeror to hold such Option certificate(s) and subject to the terms and conditions of the Option Offers, as if it was/they were Option certificate(s) delivered to them together with this form;
 - (c) my/our irrevocable instruction and authority to each of the Offeror and/or First Shanghai Securities or any of their respective agent(s) to send a cheque crossed "Not negotiable – account payee only" drawn in my/our favour for the cash consideration to which I/we shall have become entitled under the terms of the Option Offers, by ordinary post at my/our risk to the person named at the address stated below or, if no name and address is stated below, to me or the first-named of us (in the case of joint registered Optionholders) at the registered address shown in the register of members of the Company within 10 days of the date on which all the relevant documents are received by the Offeror to tender such acceptance complete and valid;

(Note: insert name and address of the person to whom the cheque is to be sent if different from the registered Optionholder or the first-named of joint registered Optionholders.)

Name: (in block capitals)
 - (d) my/our agreement to ratify each and every act or thing which may be done or effected by the Offeror or First Shanghai Securities or any of their respective agent(s) or such person or persons as any of them may direct on the exercise of any of the authorities contained herein.
2. I/We understand that acceptance of the Option Offers by me/us will be deemed to constitute a warranty by me/us that all Options surrendered by me/us under the Option Offers are sold free from all third party rights, liens, charges, equities, options, claims, adverse interests and encumbrances whatsoever and together with all rights (attaching or accruing thereto, including without limitation) the right to receive all dividends and distributions declared, made or paid, if any, on or after the First Closing Date.
 3. I/We hereby warrant and represent to you that I/we am/are the registered holder(s) of the Options specified in this form and I/we have the full right, power and authority to surrender the title and ownership of my/our Options absolutely by way of acceptance of the Option Offers.
 4. In the event that my/our acceptance is not valid in accordance with the terms of the Option Offers, all instructions, authorisations and undertakings contained in paragraph 1 above shall cease in which event, I/we authorise and request you to return to me/us my/our Option certificate(s), and/or any other document(s) of title (and/or any satisfactory indemnity or indemnities required in respect thereof), together with this form duly cancelled, by ordinary post at my/our own risk to the person named in paragraph 1(c) above or, if no name and address is stated, to me or the first-named of us (in the case of joint registered Optionholders) at the registered address shown in the register or branch register of members of the Company.
 5. I/We warrant to the Offeror, First Shanghai Securities and the Company that I/we have satisfied the laws of the jurisdiction where my/our address is stated in the register of Optionholders of the Company in connection with my/our acceptance of the Option Offers, including the obtaining of any governmental, exchange control or other consent and any registration or filing which may be required in compliance with all necessary formalities, legal and/or regulatory requirements.
 6. I/We enclose the relevant Option certificate(s) and/or any other document(s) of title (and/or any satisfactory indemnity or indemnities required in respect thereof) for the whole/part of my/our holding of Options which are to be held by you on the terms and conditions of the Option Offers. I/We understand that no acknowledgement of receipt of any form of acceptance and cancellation, Option certificate(s) and/or any other document(s) of title (and/or any satisfactory indemnity or indemnities required in respect thereof) will be given. I/we further understand that all documents will be sent by ordinary post at my/our own risk.
 7. I/We acknowledge that, save as expressly provided in the Composite Document, all the acceptance, instructions, authorisation and undertakings hereby given shall be irrevocable.

PERSONAL DATA

Personal Information Collection Statement

The main provision of the Personal Data (Privacy) Ordinance (Chapter 486 of the Laws of Hong Kong) (the "Ordinance") came into effect in Hong Kong on 20 December 1996. This personal information collection statement informs you of the policies and practices of the Offeror and First Shanghai Securities in relation to personal data and the Ordinance.

1. Reasons for the collection of your personal data

To accept the Option Offers for your Option(s), you must provide the personal data requested. Failure to supply the requested data may result in the processing of your acceptance being rejected or delayed. It is important that you inform the Offeror and/or First Shanghai Securities immediately of any inaccuracies in the data supplied.

2. Purposes

The personal data which you provide in this form may be used, held and/or stored (by whatever means) for the following purposes:

- processing of your acceptance and verification or compliance with the terms and application procedures set out in this form and the Composite Document;
- registering cancellation of the Option(s) out of your name;
- maintaining or updating the relevant register of holders of the Option(s);
- conducting or assisting to conduct signature verifications, and any other verification or exchange of information;
- establishing your entitlements under the Option Offers;
- distributing communications from the Offeror and/or its subsidiaries or agents such as its financial adviser;
- compiling statistical information and Optionholder profiles;
- making disclosures as required by laws, rules or regulations (whether statutory or otherwise);
- disclosing relevant information to facilitate claims or entitlements;
- any other purpose in connection with the business of the Offeror; and
- any other incidental or associated purposes relating to the above and/or to enable the Offeror and/or First Shanghai Securities to discharge their obligations to the Optionholders and/or regulators and other purpose to which the Optionholders may from time by time agree to or be informed of.

3. Transfer of personal data

The personal data provided in this form will be kept confidential but the Offeror and/or First Shanghai Securities may, to the extent necessary for achieving the purposes above or any of them, make such enquiries as they consider necessary to confirm the accuracy of the personal data and, in particular, they may disclose, obtain, transfer (whether within or outside Hong Kong) such personal data to, from or with any and all of the following persons and entities:

- the Offeror, its subsidiaries and/or agent(s), such as its financial adviser;
- any agents, contractors or third party service providers who offer administrative, telecommunications, computer, payment or other services to the Offeror and/or First Shanghai Securities, in connection with the operation of its business;
- the Stock Exchange, the SFC and any regulatory or governmental bodies;
- any other persons or institutions with which you have or propose to have dealings, such as bankers, solicitors, accountants or licensed securities dealers; and
- any other persons or institutions whom the Offeror or First Shanghai Securities considers to be necessary or desirable in the circumstances.

4. Access and correction of personal data

The Ordinance provides you with rights to ascertain whether the Offeror or First Shanghai Securities holds your personal data, to obtain a copy of that data, and to correct any data that is incorrect. In accordance with the Ordinance, the Offeror and First Shanghai Securities have the right to charge a reasonable fee for the processing of any data access requests. All requests for access to data or correction of data or for information regarding policies and practices and the kinds of data held should be addressed to the Offeror or First Shanghai Securities (as the case may be).

BY SIGNING THIS FORM, YOU AGREE TO ALL OF THE ABOVE.

個人資料

收集個人資料聲明

香港法例第486章個人資料(私隱)條例(「該條例」)之主要條文已於一九九六年十二月二十日在香港生效。本收集個人資料聲明旨在知會閣下要約方及第一上海證券有關個人資料及該條例之政策及慣例。

1. 收集閣下個人資料之原因

如閣下就本身之購股權接納購股權要約，閣下須提供所需個人資料。倘閣下未能提供所需資料，則可能導致閣下之接納不獲受理或有所延誤。倘閣下提供之資料有任何不準確之處，閣下務須立刻通知要約方及/或第一上海證券。

2. 用途

閣下於本表格提供之個人資料可能會就下列用途加以運用、持有及/或以任何方式保存：

- 處理閣下之接納及核實或遵循本表格及合併文件載列之條款及申請手續；
- 登記以閣下名義註銷購股權；
- 保存或更新有關購股權持有人名冊；
- 核實或協助核實簽名，以及進行任何其他資料核實或交換；
- 確定閣下根據購股權要約有權取得的配額；
- 自要約方及/或其附屬公司或代理(例如財務顧問)收取通信；
- 編製統計資料及購股權持有人簡歷；
- 按法例、規則或規例(無論法定或非法定者)作出披露；
- 披露有關資料以便索償或享有配額；
- 有關要約方業務之任何其他用途；及
- 有關上文所述任何其他臨時或關連用途及/或以便要約方及/或第一上海證券履行彼等對購股權持有人及/或監管機構的責任及購股權持有人或不時同意或獲悉之其他用途。

3. 轉交個人資料

本表格提供之個人資料將作為機密資料妥當保存，惟要約方及/或第一上海證券為達致上述或其中任何用途，可能作出其認為必需之查詢，以確認個人資料之準確性，尤其可向或自下列任何及所有人士及實體披露、獲取或轉交(無論在香港境內外)該等個人資料：

- 要約方、其附屬公司及/或代理，例如其財務顧問；
- 向要約方及/或第一上海證券就其業務經營提供行政、電訊、電腦、付款或其他服務之任何代理、承包商或第三方服務供應商；
- 聯交所、證監會及任何監管或政府機構；
- 與閣下進行交易或建議進行交易之任何其他人士或機構，例如往來銀行、律師、會計師或持牌證券交易商；及
- 要約方或第一上海證券認為必需或適當情況下之任何其他人士或機構。

4. 獲取及更正個人資料

該條例賦予閣下權利以確認要約方或第一上海證券是否持有閣下之個人資料，獲取該資料副本，以及更正任何不正確資料。依據該條例之規定，要約方及第一上海證券可就獲取任何資料之要求收取合理手續費。存取資料或更正資料或獲取有關政策及慣例資料以及所持資料類別之所有要求，須提交要約方或第一上海證券(視情況而定)。

閣下一經簽署本表格，即表示同意上述所有條款。