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## **SEEC MEDIA GROUP LIMITED**

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

### **CHANGE OF AUDITOR**

This announcement is made by SEEC Media Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.51(4) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

#### **RESIGNATION OF AUDITOR**

The board of directors (the “**Board**”) of the Company announces that Deloitte Touche Tohmatsu (“**Deloitte**”) has resigned as auditor of the Group with effect from 18 January 2017, as the Company could not reach an agreement with Deloitte on the audit fee for the financial year ended 31 December 2016.

Deloitte has confirmed in its letter of resignation that there are no matters connected with their resignation that need to be brought to the attention of the holders of securities of the Company. The Board and the audit committee of the Company also confirmed that there are no circumstances connected with the resignation of Deloitte that need to be brought to the attention of the holders of securities of the Company. Deloitte has not commenced the audit work on the financial statements of the Group for the year ended 31 December 2016 and the Board believes that the change of auditor will not have any significant impact on the annual audit of the Group for the year ended 31 December 2016.

The Board would like to take this opportunity to express its gratitude to Deloitte for its professional services rendered to the Group in the past years.

## **APPOINTMENT OF AUDITOR**

The Board further announces that, with the recommendation from the audit committee of the Company, Elite Partners CPA Limited has been appointed as the new auditor of the Group with effect from 18 January 2017 to fill the casual vacancy following the resignation of Deloitte and to hold office until the conclusion of the next annual general meeting of the Company.

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

Hong Kong, 18 January 2017

*As at the date of this announcement, the executive directors are Mr. Zhang Zhifang, Mr. Zhou Hongtao, Mr. Li Leong and Mr. Li Xi; and the independent non-executive directors are Mr. Law Chi Hung, Ms. Wensy Ip and Mr. Wong Ching Cheung.*