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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 AUDITORS

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

RESIGNATION OF AUDITORS

The board of directors of the Company (the “Board”) announces that Elite Partners CPA Limited (“Elite Partners”) has resigned as the auditors of the Company with effect from 8 October 2024 after considering factors including its available internal resources. Prior to the resignation of Elite Partners, the Company noted that Elite Partners is no longer able to undertake audit services for Mainland enterprises listed outside the Mainland for a period of 5 years following a regulatory decision from a regulator in the People’s Republic of China and has made relevant enquiries with Elite Partners.

Elite Partners has provided a confirmation in writing that there are no matters in connection with its resignation that need to be brought to the attention of the shareholders of the Company. The Board is not aware of any disagreements or unresolved matters or circumstances in relation to the change of auditors that need to be brought to the attention of the shareholders of the Company.

As at the date of this announcement, Elite Partners has not commenced any audit work on the consolidated financial statements of the Group for the financial year ending 31 December 2024. It is therefore expected that the change of auditor will not have any material impact on the annual audit work of the Group for the financial year ended 31 December 2024.

The Board would like to express its sincere gratitude to Elite Partners for their professional services provided to the Company in the past few years.

APPOINTMENT OF AUDITORS

The Board, with the recommendation from the audit committee of the Company (the “Audit Committee”), has resolved to appoint Infinity CPA Limited (“INFINITY”) as the auditors of the Company with effect from 8 October 2024 to fill the casual vacancy following the resignation of Elite Partners and to hold office until the conclusion of the next annual general meeting of the Company.

The Audit Committee has considered a number of factors in assessing the appointment of INFINITY as the auditors, including but not limited to (i) the audit proposal of INFINITY; (ii) its experience, knowledge and technical competence in handling audit works for companies listed on the Stock Exchange; (iii) its independence and objectivity; (iv) its resources and capabilities; and (v) the relevant guidelines and open letters issued by The Accounting and Financial Reporting Council.

Based on the above, the Board and the Audit Committee concluded that: (i) INFINITY is independent, qualified and suitable to act as the new auditor of the Company; (ii) by reference to the scale of the Group’s business operations and assets, the audit fee agreed with INFINITY is commensurate with the scope of audit work required by the Group; and (iii) the appointment of INFINITY will maintain the quality of the audits and is in the interest of the Company and the Shareholders as a whole.

The Board would like to take this opportunity to thank Elite Partners for its professional services and support rendered to the Company in the past years and express its warm welcome to INFINITY on its appointment as the auditor of the Company.

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

Hong Kong, 17 October 2024

As at the date of this announcement, the Board comprises Mr. Li Leong, Mr. Li Xi, Mr. Li Wei, Mr. Li Zhen and Mr. Zhou Hongtao as the executive directors and Mr. Law Chi Hung, Mr. Guo Hui and Mr. Wong Ching Cheung as the independent non-executive directors.