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SEEC MEDIA GROUP LIMITED
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 205)

VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE

This is a voluntary announcement made by SEEC Media Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”). The board of directors (the “**Board**”) is pleased to announce that the Group is in the process of applying to the Securities and Futures Commission for a license to carry out Type 1 (Dealing in Securities) regulated activities. As disclosed in the announcements dated 12 July 2015 and 17 July 2015 regarding the Group’s proposed investment in two listed companies, whose business involved money lending and fund investment respectively, coupled with the intention to engage in securities dealing business, the Group plans to diversify its business opportunities so as to enable the Group to improve its financial performance. The Group is principally engaged in the provision of advertising agency services, distribution of books and magazines in the People’s Republic of China and securities trading in Hong Kong.

Shareholders and potential investors of the Company should note that the above mentioned proposal may or may not materialize. Accordingly, shareholders and potential investors should exercise caution when dealing in the shares of the Company.

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

Hong Kong, 17 July 2015

As at the date of this announcement, the Board comprises six executive Directors, namely Mr. Wang Boming, Mr. Zhang Zhifang, Mr. Dai Xiaojing, Mr. Suen Man Simon, Mr. Zhou Hongtao and Mr. Li Leong; and three independent non-executive Directors, namely Mr. Ding Yu Cheng, Mr. Law Chi Hung and Ms. Wensy Ip.