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SEEC MEDIA GROUP LIMITED

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 205)

ADDITIONAL INFORMATION TO THE INTERIM REPORT FOR THE SIX MONTHS ENDED 30 JUNE 2016

Reference is made to the interim report (the “**Interim Report**”) of SEEC Media Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) for the six months ended 30 June 2016 published on 8 September 2016. Unless otherwise specified herein, capitalised terms used in this announcement shall have the same meanings as those defined in the Interim Report.

In addition to the information disclosed in the section headed “Management Discussion and Analysis” of the Interim Report, the Company would like to provide to the shareholders of the Company and the public with the following additional information in relation to the held-trading investments:

SIGNIFICANT INVESTMENTS

As at 30 June 2016, the Group had held-for-trading investments, representing equity securities listed in Hong Kong, of approximately HK\$173.6 million. The Board considers that investments with market value accounting for more than 5% of the Group’s total assets as at 30 June 2016 as significant investments. As at 30 June 2016, there was no investment held by the Group with market value accounting for more than 5% of the Group’s total assets.

Details of the top two held-for-trading investments, in terms of market value as at 30 June 2016, are as follows:

Company name	As at 30 June 2016			For the six months ended 30 June 2016		
	Number of shares held	Proportion to the total issued share capital for the stocks	Market value <i>HK\$’000</i>	Proportion to the total assets of the Group	Gain on fair value changes of the investments <i>HK\$’000</i>	Dividends received <i>HK\$’000</i>
QPL International Holdings Limited (“ QIH ”)	68,700,000	3.04%	42,594	3.44%	20,610	–
RCG Holdings Limited (“ RH ”)	74,000,000	4.86%	40,700	3.28%	20,720	–
			83,294		41,330	–

QIH is principally engaged in the manufacture and sale of integrated circuit leadframes, heatsinks and stiffeners and investment holding. RH is principally engaged in the provision of biometric and Radio Frequency Identification products and solution services.

For the six months ended 30 June 2016, the gain on fair value changes of held-for-trading investments was approximately HK\$28.8 million, which was mainly contributed by the appreciation of market values of the stocks of QIH and RH, and partially offset by the decrease in market values of other stocks held by the Group. No realised gain or loss had been recognised during the period. Looking forward, the Board believes that the future performance of the listed investments held by the Group will be volatile and substantially affected by overall economic environment, equity market conditions, investor sentiment and the business performance and development of the investee companies.

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

Hong Kong, 21 September 2016

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