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SEEC MEDIA GROUP LIMITED

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

VOLUNTARY ANNOUNCEMENT – STRATEGIC COOPERATION AGREEMENT

This announcement is made by SEEC Media Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis. The purpose of this announcement is to keep the shareholders and potential investors of the Company informed of the latest business development of the Group.

STRATEGIC COOPERATION AGREEMENT

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 29 October 2021, the Company entered into a strategic cooperation agreement (the “**Strategic Cooperation Agreement**”) with Saturday Co., Ltd. (星期六股份有限公司) (“**Saturday**”).

Pursuant to the Strategic Cooperation Agreement, the Company and Saturday agreed to cooperate in various business areas, including but not limited to the multi-channel networks, digital marketing, advertising and B2B supply chain management. The Group and Saturday will coordinate their own resources, customers, contracted brand manufacturer and video platforms and cooperate with each other throughout the business flow. Both parties intend to develop a comprehensive strategic cooperation on a long-term basis and will continue to adjust the scope of cooperation in response to the actual market conditions. The Group and Saturday shall enter into further agreement(s) and/or arrangement(s) when the detailed terms of the business cooperation are materialized.

INFORMATION OF SATURDAY

Saturday is a company incorporated in the People’s Republic of China (“**PRC**”) with limited liability with its A shares listed on the Shenzhen Stock Exchange (stock code: 002291). Saturday principally engages in the mobile internet marketing business and the production and sale of branded leather shoes. Saturday owns a number of well-known internet platforms which provide integrated digital marketing services and advertising services in the PRC, including YOWANT (遙望網絡), OnlyLady (女人志) and KIMISS (閨蜜網). According to the 2020 annual report of Saturday, the consolidated revenue of Saturday and its subsidiaries amounts to approximately RMB2.15 billion for the year 2020, whereas approximately RMB1.49 billion was contributed by the mobile internet marketing business.

REASONS FOR AND BENEFITS OF ENTERING INTO THE STRATEGIC COOPERATION AGREEMENT

The Group are principally engaged in the provision of advertising services, distribution of books and magazines, securities brokerage business, money lending business and e-commerce business in the PRC and in Hong Kong. The Board is of the view that entering into the Strategic Cooperation Agreement enables the Group to further develop and expand its advertising business, especially the digital media marketing services and multi-channel network services by leveraging on Saturday's expertise, experience and business connections in the mobile internet marketing business. The Board believes that the collaboration with Saturday under the Strategic Cooperation Agreement is in line with the Group's business development strategies and plans. It will bring synergistic benefits to the Group and it represents an excellent opportunity for the Group to broaden its revenue base and enhance shareholders' value.

The Strategic Cooperation Agreement only sets out the preliminary cooperation framework of the parties thereto, and is subject to further agreement(s) and/or arrangement(s) to be entered into by the parties. Where necessary, further announcement(s) will be made by the Company as and when appropriate in compliance with the relevant Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

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

Hong Kong, 29 October 2021

As at the date of this announcement, the Board comprises Mr. Li Leong, Mr. Li Xi, Mr. Li Zhen, Mr. Zhang Zhifang and Mr. Zhou Hongtao as the executive directors and Mr. Law Chi Hung, Mr. Leung Tat Yin and Mr. Wong Ching Cheung as the independent non-executive directors.