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## **SEEC MEDIA GROUP LIMITED**

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

### **COMPLETION OF SUBSCRIPTIONS OF NEW SHARES UNDER GENERAL MANDATE**

Reference is made to the announcement of SEEC Media Group Limited (the “**Company**”) dated 15 August 2022 (the “**Announcement**”) in relation to the Subscription Agreements entered into between the Company and the Subscribers in respect of the Subscriptions. Unless otherwise specified, capitalized terms used in this announcement shall have the same meanings as set out in the Announcement.

#### **COMPLETION OF SUBSCRIPTIONS OF NEW SHARES UNDER GENERAL MANDATE**

The Board is pleased to announce that all the conditions precedent to the Subscription Agreements have been fulfilled and Completion of the Subscriptions took place on 1 September 2022.

Upon the Completion, an aggregate of 120,000,000 Subscriptions Shares, representing approximately 16.30% of the issued share capital of the Company as at the date of this announcement as enlarged by the Subscriptions, have been issued and allotted by the Company to the Subscribers at the Subscription Price of HK\$0.40 per Subscriptions Share under General Mandate.

To the best of the Directors’ knowledge, information and belief, having made all reasonable enquiries, the Subscribers and its ultimate beneficial owner are third parties independent of, and not connected with the Company and its connected persons.

#### **USE OF PROCEEDS**

The gross proceeds from the Subscriptions amounted to approximately HK\$48.0 million, and the net proceeds arising from the Subscriptions, after deducting other expenses of the Subscriptions, amounted to approximately HK\$47.8 million will be used to expand advertising business, especially the digital media marketing services and multi-channel network services of the Group as set out in the Announcement.

## CHANGES IN THE SHAREHOLDING STRUCTURE OF THE COMPANY

Pursuant to the information on shareholdings available to the Company as at the date of this announcement, the shareholding structure of the Company immediately before and immediately after Completion of the Subscriptions is as follows:

	<b>Immediately before Completion of the Subscriptions</b>		<b>Immediately upon Completion of the Subscriptions</b>	
	<i>Number of Shares</i>	<i>Approx. % (note)</i>	<i>Number of Shares</i>	<i>Approx. % (note)</i>
<b>Substantial Shareholder:</b>				
Subscriber A	–	–	60,000,000	8.15
Subscriber B	–	–	60,000,000	8.15
<b>Public Shareholders:</b>				
Other public Shareholders	<u>616,142,730</u>	<u>100.00</u>	<u>616,142,730</u>	<u>83.70</u>
Total	<u>616,142,730</u>	<u>100.00</u>	<u>736,142,730</u>	<u>100.00</u>

*Note:*

The above percentage figures are subject to rounding adjustments. Accordingly, figures shown as total may not be an arithmetic aggregation of the figures preceding it.

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

Hong Kong, 1 September 2022

*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.*