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SEEC MEDIA GROUP LIMITED

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

DELAY IN DESPATCH OF PROSPECTUS DOCUMENTS IN RELATION TO PROPOSED RIGHTS ISSUE OF RIGHTS SHARES ON THE BASIS OF ONE (1) RIGHTS SHARE FOR EVERY TWO (2) EXISTING SHARES HELD ON THE RECORD DATE ON A NON-UNDERWRITTEN BASIS

References are made to the announcement of SEEC Media Group Limited (the “**Company**”) dated 7 May 2025 (the “**Announcement**”), in relation to, among other things, the Rights Issue. Unless otherwise defined, capitalised terms used in this announcement shall have the meanings as those defined in the Announcement.

DELAY IN DESPATCH OF PROSPECTUS DOCUMENTS

As set out in the Announcement, the despatch of the Prospectus Documents containing, among other things, details of the Rights Issue are expected to be despatched to the Shareholders on Monday, 26 May 2025. As additional time is required for the Company to finalise the information to be contained in the Prospectus Documents, the despatch date of the Prospectus Documents will be postponed to Monday, 2 June 2025 and the expected timetable for the Rights Issue has been revised accordingly as set out in the section headed “Revised expected timetable” in this announcement.

REVISED EXPECTED TIMETABLE

The expected timetable (“**Revised Expected Timetable**”) for the Rights Issue has been revised as follows:

Event	Date
Despatch of the Prospectus Documents (including the PAL and the Prospectus; in the case of the Non-Qualifying Shareholders, the Prospectus only).....	Monday, 2 June 2025
First day and time of dealings in nil-paid Rights Shares	9:00 a.m. on Wednesday, 4 June 2025
Latest time for splitting of PALs	4:30 p.m. on Friday, 6 June 2025

Last day of dealings in nil-paid Rights Shares.....	Wednesday, 11 June 2025
Latest time for payment for and acceptance of Rights Shares	4:00 p.m. on Monday, 16 June 2025
Latest time for lodging transfer documents of nil-paid Rights Shares in order to qualify for the payment of Net Gain	4:00 p.m. on Monday, 16 June 2025
Announcement of the number of the Unsubscribed Rights Shares subject to the Compensatory Arrangements.....	Monday, 23 June 2025
Commencement of the placing of the Unsubscribed Rights Shares by the Placing Agent	Tuesday, 24 June 2025
Latest time for the placing of the Unsubscribed Rights Shares by the Placing Agent	4:00 p.m. on Monday, 30 June 2025
Latest time for terminating the Placing Agreement	4:00 p.m. on Thursday, 3 July 2025
Announcement of results of the Rights Issue to be published on the respective websites of the Stock Exchange and the Company	Tuesday, 8 July 2025
Despatch of Share certificates for fully-paid Rights Shares.....	Wednesday, 9 July 2025
Despatch of refund cheques, if any, if the Rights Issue is terminated.....	Wednesday, 9 July 2025
Commencement of dealings in fully-paid Rights Shares	9:00 a.m. on Thursday, 10 July 2025
Designated broker starts to stand in the market to provide matching services for odd lots of the Shares.....	9:00 a.m. on Thursday, 10 July 2025
Designated broker ceases to stand in the market to provide matching services for odd lots of the Shares.....	4:00 p.m. on Thursday, 31 July 2025
Payment of the Net Gain (if any) to relevant No Action Shareholders (if any) or Non-Qualifying Shareholders (if any).....	Thursday, 31 July 2025

Dates or deadlines specified in the Revised Expected Timetable above are indicative only and may be extended or amended or varied by the Company. Any change to the Revised Expected Timetable will be published or notified to the Shareholders and the Stock Exchange as and when appropriate.

By Order of the Board
SEEC Media Group Limited
Man Yun Wah
Company Secretary

Hong Kong, 21 May 2025

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, Ms. Fang Ying and Mr. Guo Hui as the independent non-executive directors.