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SEEC MEDIA GROUP LIMITED

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

(Stock Code: 205)

PROPOSED CHANGE OF COMPANY NAME

The board (the "**Board**") of directors (the "**Directors**") of SEEC Media Group Limited (the "**Company**", together with its subsidiaries, the "**Group**") proposes to change the English name of the Company from "SEEC Media Group Limited" to "BFB Health Limited" (the "**Proposed Change of Company Name**"). The Board also proposes to delete the Chinese name of the Company "財訊傳媒集團有限公司".

CONDITIONS FOR THE PROPOSED CHANGE OF COMPANY NAME

The Proposed Change of Company Name is subject to the followings:

(i) the approval by the shareholders of the Company (the "**Shareholders**") by way of special resolution at the extraordinary general meeting of the Company (the "**EGM**"); and

(ii) the approval of the Registrar of Companies in the Bermuda by issuing a certificate of incorporation on change of name.

Subject to the satisfaction of the conditions set out above, the Proposed Change of Company Name will take effect from the date of entry of the proposed new English name on the register maintained by the Registrar of Companies in Bermuda. Thereafter, the Company will then carry out all necessary filing procedures with the Companies Registry in Hong Kong.

REASONS FOR THE PROPOSED CHANGE OF COMPANY NAME

The Board considers the Proposed Change of Company Name will provide a a new corporate image and identity the Company to the market and the general public which will benefit the Company's future business development. Therefore, the Board considers that the Proposed Change of Company Name is in the best interests of the Company and the Shareholders as a whole.

EFFECT OF THE PROPOSED CHANGE OF COMPANY NAME

The Proposed Change of Company Name will not affect any rights of the Shareholders. The existing share certificates in issue bearing the present name of the Company will, after the Proposed Change of Company Name becoming effective, continue to be evidence of legal title and the existing share certificates will continue to be valid for trading, settlement, registration and delivery purposes. Accordingly, there will not be any arrangement for free exchange of the existing share certificates for new certificates bearing the new name of the Company.

Upon the Proposed Change of Company Name becoming effective and from then on, new certificates in respect of the shares of the Company will be issued under the new name of the Company and, subject to the confirmation by the Stock Exchange, the stock short names of the Company will also be changed.

GENERAL

The Proposed Change of Company Name is subject to Shareholders' approval at the forthcoming EGM and no Shareholders are required to abstain from voting on the resolution in relation to the Proposed Change of Company Name. A circular containing, among other things, information regarding the Proposed Change of Company Name and a notice convening the forthcoming EGM will be despatched to the Shareholders as soon as practicable.

Further announcement(s) will be made as and when appropriate in relation to, among other things, the results of the EGM, the effective date of the Proposed Change of Company Name and the new stock short names for trading in the securities of the Company on the Stock Exchange.

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

Hong Kong, 3 November 2025

As at the date of this announcement, the Board comprises Mr. Li Leong, 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.