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SEEC MEDIA GROUP LIMITED
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 205)

EXTENSION OF LONG STOP DATE IN RELATION TO SUBSCRIPTION OF SHARES

Reference is made to the announcement of SEEC Media Group Limited (the “**Company**”) dated 10 July 2015 (the “**Announcement**”). Unless the context requires otherwise, capitalised terms used herein shall have the same meanings as defined in the Announcement.

As disclosed in the Announcement, completion of the Subscription is subject to fulfilment by GC of the conditions stipulated under the Share Subscription Agreement to the satisfaction of, or waiver in writing thereof by, the Subscriber.

Pursuant to the Share Subscription Agreement, the Completion is conditional upon the fulfillment or waiver (if applicable) of all the conditions precedents under the Share Subscription Agreement on or before 30 September 2015 (or such other date as the Subscriber and GC may agree in writing) (the “**Long Stop Date**”).

As additional time is required for the satisfaction of the relevant conditions precedents in the Share Subscription Agreement, on 30 September 2015 (after trading hours), the Subscriber and GC entered into the deed of variation to extend the Long Stop Date from 30 September 2015 to 31 October 2015.

Save and except for the aforesaid extension of the Long Stop Date, all other terms and conditions of the Share Subscription Agreement shall remain unchanged and continue to be in full force and effect.

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

Hong Kong, 30 September 2015

As at the date of this announcement, the executive Directors are Mr. Wang Boming (Chairman), Mr. Zhang Zhifang, Mr. Dai Xiaojing, Mr. Suen Man Simon, Mr. Zhou Hongtao and Mr. Li Leong; and the independent non-executive Directors are Mr. Ding Yu Cheng, Mr. Law Chi Hung and Ms. Wensy Ip.