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FOR REFERENCE ONLY

Subject : Display of Adjusted Previous Closing Price of SEEC Media Group Limited (stock code 205) on OTP-C for its 1-for-2 Rights Issue on Ex-Rights Date, 14 May 2025

Enquiry Tel : Ms. Cynthia Chiu (Tel: 2840 3076) or Ms. Joyce Chow (Tel: 2840 3423)

Pursuant to the rights issue timetable issued by SEEC Media Group Limited ("SEEC Media"), SEEC Media's shares (stock code 205) will be marked "ex-rights" on 14 May 2025, the Ex-Rights Date. Shareholders, investors and market participants should read the SEEC Media's announcements and prospectus documents in full including the terms and conditions of the rights issue of SEEC Media in dealing with SEEC Media's shares. If they are in doubt, they should consult their professional adviser(s).

As an OTP-C standard practice for ex-rights issue and for reference only, an Adjusted Previous Closing Price will be displayed in the "PRV CLOSE" field of SEEC Media's OTP-C stock page on 14 May 2025, the Ex-Rights Date. The unadjusted previous closing price will instead be displayed in the free text field. Calculation of the Adjusted Previous Closing Price will be based on SEEC Media's closing price on 13 May 2025 (i.e. last cum-rights trading day) and by using the following standard adjustment formula for rights issue generally.

Adjustment Formula:

Adjusted Previous Closing Price

$$= [(Closing Price on the last cum-rights trading day \times Y) + (S \times X)] \div (X + Y)$$

where:

S = Subscription price per rights share, i.e. HK\$0.11

X = Number of rights shares a shareholder is entitled to subscribe when he/she holds Y existing shares on the record date, i.e. 1 rights share

Y = Number of existing shares a shareholder has to hold on the record date for entitling him/herself to subscribe for X rights shares, i.e. 2 shares

Note: Price adjustment for rights issue will not be made and the previous closing price will remain unchanged on ex-rights date when the subscription price is higher than the closing price of the shares on the last cum-rights trading day.

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For illustration purpose, depending on SEEC Media's closing price on 13 May 2025, the Exchange shall base on the above standard formula for rights issue generally to calculate and display the Adjusted Previous Closing Price on SEEC Media's OTP-C stock page on 14 May 2025 as follows:-

<u>CUM-RIGHTS</u>	<u>EX-RIGHTS</u>
<u>Unadjusted Closing Price</u> <u>on 13 May 2025</u>	<u>Adjusted</u> <u>Previous Closing Price</u> <u>on 14 May 2025</u>
(HK\$)	(HK\$)
0.1400	0.130
0.1415	0.131
0.1430	0.132
0.1445	0.133
0.1460	0.134
0.1475	0.135
0.1490	0.136
0.1505	0.137
0.1520	0.138
0.1535	0.139
0.1550	0.140
0.1565	0.141
0.1580	0.142
0.1595	0.143
0.1610	0.144
0.1625	0.145
0.1640	0.146
0.1655	0.147
0.1670	0.148
0.1685	0.149
0.1700	0.150
0.1715	0.151
0.1730	0.152
0.1745	0.153
0.1760	0.154
0.1775	0.155
0.1790	0.156
0.1805	0.157
0.1820	0.158
0.1835	0.159

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