

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



BFB HEALTH LIMITED

(formerly known as SEEC Media Group Limited 財訊傳媒集團有限公司)
(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)
(Stock Code: 205)

CHANGE OF COMPANY NAME, STOCK SHORT NAMES, COMPANY LOGO AND COMPANY WEBSITE

Reference is made to the circular of BFB Health Limited (formerly known as SEEC Media Group Limited) (the “**Company**”) dated 20 November 2025 (the “**Circular**”) and the announcements of the Company dated 3 November 2025, 5 December 2025 and 8 December 2025 (the “**Announcements**”) in relation to, among others, the Proposed Change of Company Name. Unless otherwise stated, capitalized terms used in this announcement shall have the same meanings as those defined in the Circular and the Announcements.

CHANGE OF COMPANY NAME

The Board is pleased to announce that, subsequent to the passing of a special results in relation to the Proposed Change of Company Name by the Shareholders at the SGM held on 8 December 2025, the Certificate of Incorporation on Change of Name was issued by the Registrar of Companies in Bermuda certifying the change of the English name of the Company from “SEEC Media Group Limited” to “BFB Health Limited” and deleted the Chinese name of the Company “財訊傳媒集團有限公司”, on 10 December 2025. The Certificate of Registration of Alteration of Name of Registered Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 31 December 2025 confirming the registration of the new English name of the Company of “BFB Health Limited” and deleted the Chinese name of the Company “財訊傳媒集團有限公司” in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong).

CHANGE OF STOCK SHORT NAMES

The stock short names of the Company for trading in the Shares on the Stock Exchange will be changed from “SEEC MEDIA” to “BFB HEALTH” in English and deleted the Chinese stock short name “財訊傳媒” with effect from 9:00 a.m. on 22 January 2026. The stock code of the Company on the Stock Exchange remains unchanged as “205”.

EFFECT OF CHANGE OF COMPANY NAME AND STOCK SHORT NAMES

The change of the name and the stock short names of the Company will not affect the rights of the Shareholders or the daily operations of the Company or its financial position. All the existing share certificates of the Company in issue bearing the former name of the Company will continue to be effective and as documents of title to the Shares and 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 of the Company for new share certificates bearing the new name of the Company. All new share certificates of the Company will be issued in the new name of the Company in any subsequent issue of Shares.

ADOPTION OF NEW COMPANY LOGO

With effect from 22 January 2026, the Company has adopted a new logo, as shown on the top of this announcement, to reflect the change of Company name.

COMPANY'S WEBSITE

The website of the Company remains unchanged.

By Order of the Board
BFB Health Limited
Li Leong
Executive Director

Hong Kong, 14 January 2026

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