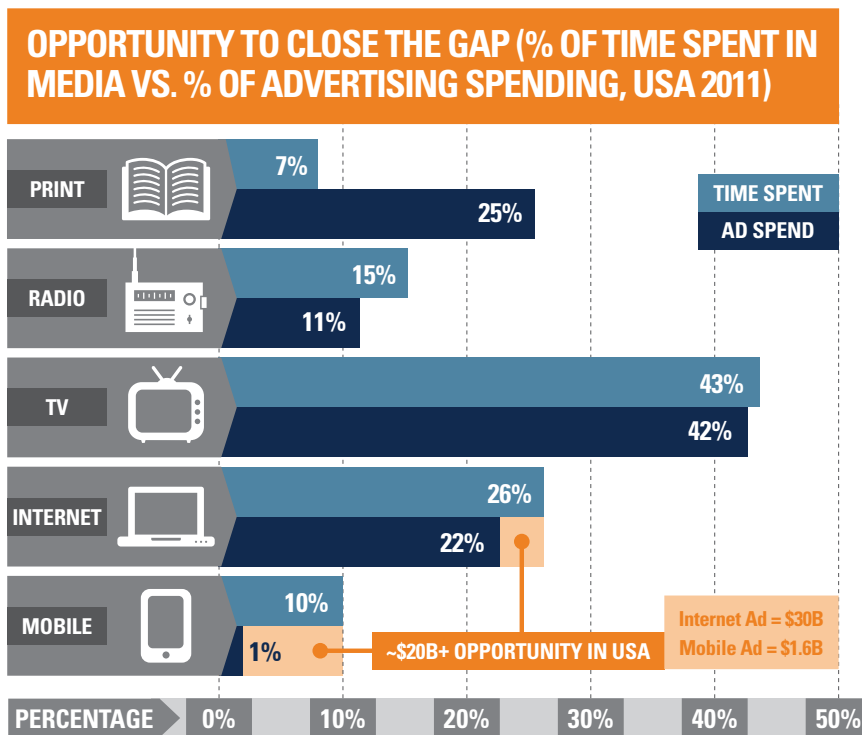


EMERGING MARKET REPORT: MOBILIZATION

MIRAE ASSET

There has been a profound change in the advertising industry over the last decade. Advertising dollars are shifting from traditional advertising mediums such as newspapers to the Internet. And this transformation is being driven by increasing broadband penetration and the proliferation of internet-connected devices. Over the next decade, the number of Internet connected devices will likely experience explosive growth and the opportunity for Internet advertising is tremendous.

We anticipate Internet advertising to grow by approximately 15% per year, on average, over the next five years. A shift in consumer behavior will lead advertisers to continue to move advertising dollars towards the Internet and mobile applications. As shown in the chart below, there is a large discrepancy in the amount of time spent on print media vs. the advertising dollars spent in this space. Although people spend less than 10% of their time reading newspapers and magazines, advertisers allocate 25% of their resources to this venue. We expect this gap to narrow and we believe Internet advertising will be the primary beneficiary of the decline in print media. Currently, 26% of media time is allocated to the Internet, yet online advertising only accounts for 22% of total advertising expenditure. This disparity is even more pronounced in mobile applications as it represents 10% of total time spent vs. only 1% of total advertising dollars. Superior economics, measureable results and targeted advertising will drive the growth in Internet advertising.



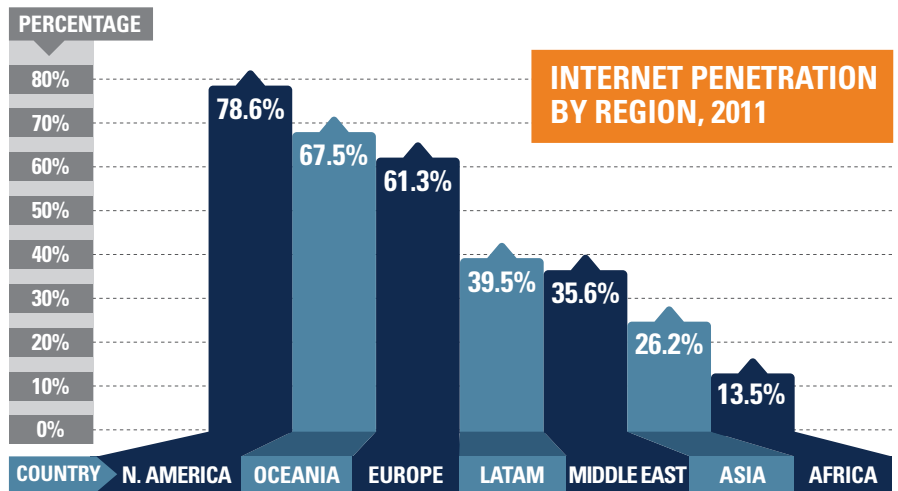
Source: eMarketer, Kleiner Perkins Caufield & Byers 2012 Internet Trends Update.
Note: *Internet excluding mobile advertising reached \$30 billion in the U.S. per IAB. Mobile advertising reached \$1.6 billion per IAB. \$20 billion opportunity calculated assuming internet and mobile ad spend share equal their respective time spent share. Time spent and ad spend data eMarketer, Dec 2011.

Long-term Internet traffic growth will come from higher Internet penetration in the emerging markets. Currently, emerging market Internet penetration remains relatively low today given the high cost of personal computers (PC) and limited broadband infrastructure. While broadband connectivity in developed markets such as the U.S. was largely fixed-line during the early days of the Internet, build-outs of third and fourth generation wireless networks will drive increased Internet penetration in emerging markets. But we expect Asia to spearhead the growth in Internet users with India, China and Indonesia leading the way. Internet penetration is currently at 10%, 38%, and 23% respectively, and the combined population of those countries is greater than 2.8 billion people. That's a massive consumer base that is ready to spend more on technology and dive into the digital age.

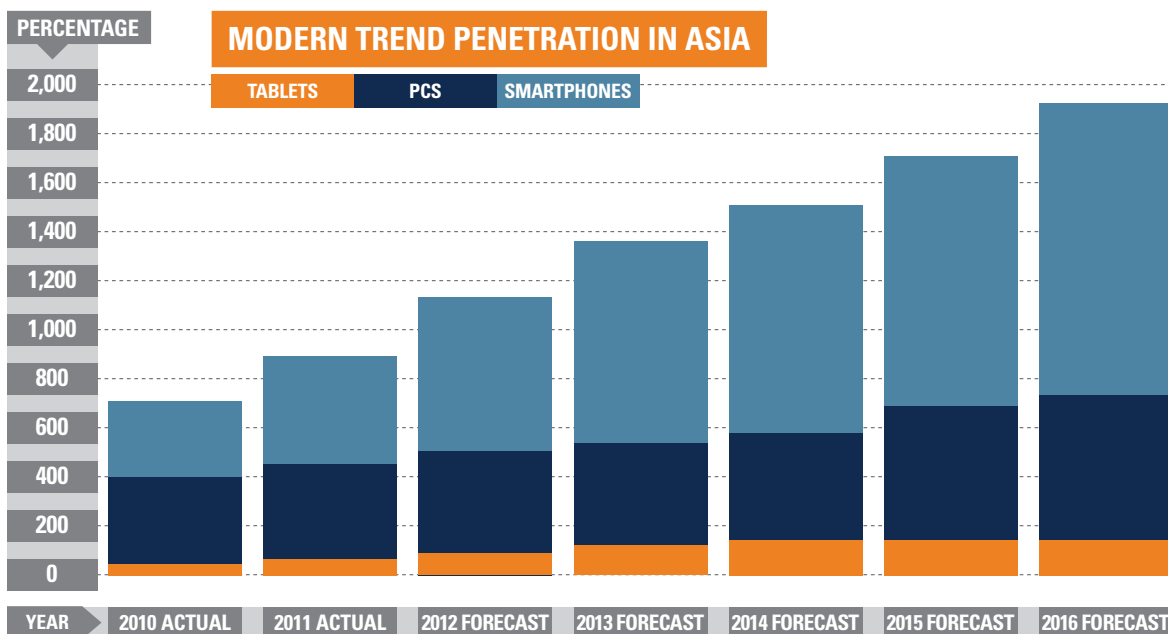
Mobile device adoption surpassed PC sales in 2011, and within the next five years the Internet traffic from mobile devices may potentially surpass PCs. Given its convenience,

smartphones and tablets will be the primary method of accessing information. The proliferation of mobile devices and the desire for ubiquitous Internet connectivity will drive penetration of next generation (3G/4G) cellular devices and networks. Smartphones sales are expected to increase from 494 million units in 2011, to 1.16 billion by 2016. During the same period, tablet shipments are expected to grow from 89 million to 198 million.

Furthermore, an increase of shared data plans offered by wireless operators will result in increased smartphone and tablets usage. These plans allow users to share a single cellular data among many devices, which will reduce the total cost of data usage.



Source: Deutsche Bank, Mirae Asset Global Investments



Source: International Data Corporation (IDC)

A majority of 3G revenue growth will come from the emerging markets, where penetration is below 10% (as of 2011). In addition, there were 1.1 billion 3G mobile subscribers in the emerging markets, representing only 18% of total mobile subscribers. Given the large mobile phone subscriber base and lower cost as compared to 4G, the opportunity for 3G penetration is immense in countries such as China and Brazil.

Globally, less than 16% of mobile phone subscribers own a smartphone. We believe this low penetration rate is a function of the current high cost of smartphones and the lack of cellular infrastructure to support them. But over the five years, we believe that the smartphone penetration rate could approach 50% as a result of governments investing billions in faster mobile networks to further support mobilization prosperity.

GLOBAL 3G PENETRATION, 2011

RANK COUNTRY	Q4:11 3G SUBS(MM)	3G PENETRATION	3G SUB Y/Y GROWTH
1. USA	208	64%	31%
2. Japan	122	95%	9%
3. China	57	6%	115%
4. Korea	45	85%	10%
5. Italy	44	51%	25%
6. UK	42	53%	25%
7. Brazil	41	17%	99%
8. India	39	4%	841%
9. Germany	38	36%	23%
10. Spain	33	57%	21%
11. France	30	45%	35%
12. Indonesia	29	11%	27%
13. Poland	28	57%	17%
14. Australia	22	76%	21%
15. Russia	17	8%	45%

Global 3G Stats : Subscribers=1,098MM Penetration=18% Growth=37%

Source: Informa WCIS+

Emerging Markets Risk – The risks of foreign investments are typically greater in less developed countries, which are sometimes referred to as emerging markets. For example, political and economic structures in these countries may be changing rapidly, which can cause instability and greater risk of loss. These countries are also more likely to experience higher levels of inflation, deflation or currency devaluation, which could hurt their economies and securities markets. For these and other reasons, investments in emerging markets are often considered speculative. Similarly, investors are also subject to foreign securities risks including, but not limited to, the fact that foreign investments may be subject to different and in some circumstances less stringent regulatory and disclosure standards than U.S. investments.

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