



FOR IMMEDIATE RELEASE

AdvisorShares Launches the AdvisorShares KIM Korea ETF (Ticker: KOR)

Actively managed offering provides direct access to Korea's equity market through the country's leading asset manager

BETHESDA, Md. — September 28, 2016 — AdvisorShares, a leading sponsor of actively managed exchange-traded funds (ETFs), announced today that the **AdvisorShares KIM Korea Equity ETF (NYSE Arca: KOR)** is scheduled to begin trading on Thursday, September 29, 2016. KOR is sub-advised by Korea Investment Management Co., Ltd. (KIM). Founded in 1974 and headquartered in Seoul, South Korea, the firm is the country's largest independent asset manager with a well-established equity investment approach that stands continuously committed to bringing sustained outperformance to its clients over the long-term.

In pursuing its investment objective, KOR seeks to provide long-term capital appreciation above the capital appreciation of its primary benchmark, the MSCI Korea Index, and other Korea-focused indexes. In doing so, the portfolio manager seeks to invest primarily in growth-oriented stocks of any capitalization range listed on the Korea Exchange. The sub-advisor manages the KOR portfolio by buying and holding stocks of companies with attractive valuations that it believes have growth potential, utilizing a "bottom up" analysis that focuses on corporate fundamental research – such as a company's annual sales growth with sustained profit margins, annual earnings per share growth, and anticipated sales or earnings per share growth.

In addition to their individual stock selection, the portfolio manager evaluates sector allocation for the KOR portfolio based on "top down" analysis of the macro economy and its effect on corporate competitiveness and industry cycles. The portfolio manager strives to invest with large economic cycles as compared to short-term market trends and short-term supply and demand dynamics.

"Korea Investment Management delivers a well-established record with an institutional pedigree and an unparalleled expertise of the Korean equity market," said Noah Hamman, chief executive officer of AdvisorShares. "Not only can advisors and investors now access the Korean equity market through the country's leading asset manager, they can do so with the full-transparency, intraday liquidity and the enhanced overall efficiencies of an ETF structure. We're proud to collaborate with such a high-caliber investment manager and believe that KOR represents a continuing trend of innovation among our actively managed ETF suite."

"Our steadfast investment approach has been long-committed to bringing sustained success and outperformance to our institutional client base," said Mr. Hong-Rae Cho, chief executive officer of Korea Investment Management. "Our portfolio management team invests in companies and industries with favorable prospects thus capturing new dynamism of companies with new business models, new technologies and new markets, which provides an opportunity to deliver returns in excess of our benchmark to KOR shareholders. We believe that an ETF represents the

best investment structure to deliver our actively managed investment expertise, which we look forward to offering to a broader audience of investors in the United States.”

For financial professionals and investors requesting more information, please visit www.advisorshares.com or call an AdvisorShares Investment Consultant at 1-877-THE-ETF1 (1-877-843-3831). Every Thursday at 4:00 pm Eastern Time, AdvisorShares hosts an educational “AlphaCall” for financial professional that features portfolio managers and leading industry experts. This Thursday, September 29th, the AlphaCall will feature Mr. Cho and Mr. Jun-il Han, co-portfolio manager of KOR, to discuss the ETF’s investment strategy and investing in Korea at greater length—Dial: 310-372-7549; Code: 176071*.

About AdvisorShares

A leading provider in the actively managed ETF marketplace, AdvisorShares offers 23 active ETFs with over \$1.1 billion of assets under management (as of September 23, 2016). Visit www.advisorshares.com to register for free weekly economic commentary. For educational insight into the active ETF marketplace, visit www.alphabaskets.com, follow @AdvisorShares on [Twitter](#) and on [Facebook](#).

Before investing you should carefully consider the Fund’s investment objectives, risks, charges and expenses. This and other information is in the prospectus, a copy of which may be obtained by visiting the Fund’s website at www.AdvisorShares.com. Please read the prospectus carefully before you invest.

Forside Fund Services, LLC, distributor.

There is no guarantee that the Fund will achieve its investment objective. An investment in the Fund is subject to risk, including the possible loss of principal amount invested. As a result of the Fund’s investments in securities receiving revenues in foreign currencies, the Fund will be subject to currency risk. This is the risk that currencies to which the Fund is exposed will decline relative to the U.S. dollar. Emerging markets can be subject to greater social, economic, regulatory, and political uncertainties and can be extremely volatile. To the extent that the Fund has significant investments in a particular country, the Fund will be susceptible to loss due to adverse market, political, regulatory, and geographic events affecting that country. Economic and political developments of South Korean neighbors may have an adverse effect on the South Korean Economy. Other Fund risks include market risk, equity risk, liquidity risk and trading risk. Please see prospectus for details regarding risk.

Shares are bought and sold at market price (closing price) not net asset value (NAV) and are not individually redeemed from the Fund. Market price returns are based on the midpoint of the bid/ask spread at 4:00 pm Eastern Time (when NAV is normally determined) and do not represent the return you would receive if you traded at other times.

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