

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 OR 15(d) of  
The Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported): April 30, 2013**

**Artisan Partners Asset Management Inc.**

*(Exact name of registrant as specified in its charter)*

**Delaware**

*(State or other jurisdiction of  
incorporation or organization)*

**001-35826**

*(Commission file number)*

**45-0969585**

*(I.R.S. Employer  
Identification No.)*

**875 E. Wisconsin Avenue, Suite 800  
Milwaukee, WI 53202**

*(Address of principal executive offices and zip code)*

**(414) 390-6100**

*(Registrant's telephone number, including area code)*

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 2.02 Results of Operations and Financial Condition**

On April 30, 2013, Artisan Partners Asset Management Inc. (the "Company") issued a press release and presentation materials announcing certain consolidated financial and operating results for the three months ended March 31, 2013. Copies of the press release and the presentation materials are attached hereto as Exhibit 99.1 and Exhibit 99.2, respectively, and are incorporated herein by reference.

The information furnished in this Form 8-K, including the exhibits hereto, shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing of the Company under the Securities Act of 1933, as amended, or the Securities Exchange Act of 1934, as amended, whether made before or after the date hereof, except as expressly set forth by specific reference in such a filing.

**Item 9.01 Financial Statements and Exhibits**

Exhibit Number	Description of Exhibit
99.1	Press Release of Artisan Partners Asset Management Inc. dated April 30, 2013
99.2	Presentation of Artisan Partners Asset Management Inc.

## SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: April 30, 2013

Artisan Partners Asset Management Inc.

By: /s/ Charles J. Daley, Jr.

Name: Charles J. Daley, Jr.

Executive Vice President, Chief

Title: Financial Officer and Treasurer

## Artisan Partners Asset Management Inc. Reports 1Q13 Results

Milwaukee, WI – April 30, 2013 – Artisan Partners Asset Management Inc. (NYSE: APAM) (the “Company” or “Artisan Partners”) today reported its results for the quarter ended March 31, 2013, including net income and earnings per share for the period from March 12, 2013 (the closing date of its initial public offering) through March 31, 2013.

Eric Colson, President and CEO, commented, “We have focused on providing high value-added investment management to sophisticated clients since Artisan Partners was founded in 1994. We believe that offering active investment management requires a commitment to attracting and retaining experienced investment talent. As a result, we design and manage our business model to create an investment culture in which our talent can thrive. The firm's IPO was one of several strategies we have executed over the years to allow us to manage our business according to those foundational principles over multiple generations. As a public company, our communications with shareholders will reflect this deliberate, long-term focus.”

### Business Update

Mr. Colson added, “We want to see our investment teams consistently executing their unique investment processes while generating attractive absolute, peer relative and index relative results over a full market cycle. Performance data for short time periods often reflect noise and market preference. Given the active, differentiated nature of our investment strategies, we think data for long periods tend to be a better indication of the value our teams deliver. As of March 31, 2013, 11 of our 12 investment strategies had added value relative to their broad performance benchmarks over the trailing 5-year and 10-year periods and since each strategy's inception.

“As we grow our business, we seek to partner with clients that have time horizons matching those of our investment teams, while managing an appropriate level of diversification of the assets invested in each strategy by client type and client domicile. If we are achieving our full cycle performance objectives, we believe that asset compounding will occur over the long term. However, as an active, equity manager our assets under management will be subject to volatility. At the end of the first quarter, our assets under management exceeded \$80 billion due to a strong combination of organic growth and market appreciation. Importantly, we had positive net client cash flows in 10 of our 12 strategies and 4 of 5 distribution channels, generated by clients domiciled in the U.S. and abroad.

“Our first quarter adjusted results reflect positive progress against our primary metrics. Although we are reporting several items that are specifically related to our transition from private to public ownership, the core view of our business results are consistent with our goals. We believe our balance sheet is conservatively positioned, cash flows are solid and supportive of an attractive dividend, our fee levels reflect high value-added investment offerings, we are seeing positive improvements in margins as our business scales and our organic growth rates are above average relative to our peers.

“The strategy we employ for finding new investment talent and developing internal talent emphasizes increasing degrees of investment freedom and personal development. We do not have any specific news to report about new investment talent. But we continue to search for new investors with characteristics that fit our business model and culture and a history of managing assets in strategies that are viable options for our client base. Internally, we promoted Charles Hamker and Andrew Euretig to portfolio managers of our Global Equity strategy. The promotions reflect the value creation of both individuals and create great long-term continuity in decision making on that team.”

## First Quarter 2013 Highlights

- Assets under management (“AUM”) of \$83.2 billion at March 31, 2013
- Net client cash inflows of \$2.2 billion
- Operating loss of \$421.3 million and operating margin of (284.3)%
- Net income of \$3.0 million or \$0.19 per basic and diluted share<sup>1</sup>
- Adjusted<sup>2</sup> operating income of \$54.9 million and adjusted operating margin of 37.0%
- Adjusted net income of \$33.2 million or \$0.47 per adjusted share

The table below presents AUM and a comparison of certain GAAP and non-GAAP (“adjusted”) financial measures.

	For the Three Months Ended		
	March 31, 2013	December 31, 2012	March 31, 2012
	(unaudited, in millions except per share amounts or as otherwise noted)		
<b>Assets Under Management (amounts in billions)</b>			
Ending	\$ 83.2	\$ 74.3	\$ 66.5
Average	79.2	71.3	62.9
<b>Consolidated Financial Results</b>			
Revenues	\$ 148.2	\$ 137.1	\$ 119.7
Operating income (loss)	(421.3)	39.4	4.5
Operating margin	(284.3)%	28.7%	3.8%
Net income attributable to Artisan Partners Asset Management Inc. <sup>3</sup>	3.0	—	—
Basic and diluted earnings per share <sup>1</sup>	0.19	N/A	N/A
<b>Adjusted<sup>2</sup> Financial Results</b>			
Adjusted operating income	\$ 54.9	\$ 55.4	\$ 47.4
Adjusted operating margin	37.0%	40.4%	39.6%
Adjusted EBITDA <sup>4</sup>	\$ 55.6	\$ 57.0	\$ 47.6
Adjusted net income	33.2	34.0	28.5
Adjusted earnings per adjusted share <sup>1</sup>	0.47	N/A	N/A

<sup>1</sup> Per share measures are based on the number of shares of Class A common stock and convertible preferred stock outstanding for the period from March 12, 2013 (the closing date of the initial public offering) through March 31, 2013.

<sup>2</sup> Adjusted measures are non-GAAP measures and are explained and reconciled to the comparable GAAP measures in Exhibit 2.

<sup>3</sup> The Company became the general partner of Artisan Partners Holdings on March 12, 2013. Prior to that time none of the net income of Artisan Partners Holdings was allocated to the Company.

<sup>4</sup> EBITDA represents earnings before interest, tax, depreciation and amortization expense.

### **Assets Under Management Increased to \$83.2 billion**

Our AUM increased to \$83.2 billion at March 31, 2013, an increase of \$8.8 billion or 11.9%, compared to \$74.3 billion at December 31, 2012 as a result of \$6.7 billion in market appreciation and \$2.2 billion of net client cash inflows. Compared to March 31, 2012, AUM increased \$16.7 billion, or 25.1%, due to \$10.1 billion in market appreciation and \$6.6 billion of net client cash inflows.

Average AUM during the quarter ended March 31, 2013 was \$79.2 billion, an increase of 11.1% compared to average AUM during the quarter ended December 31, 2012 of \$71.3 billion and a 25.8% increase from the quarter ended March 31, 2012 of \$62.9 billion.

### **First Quarter of 2013 Compared to Fourth Quarter of 2012**

Net income was \$3.0 million, or \$0.19 per diluted share. Adjusted net income was \$33.2 million, or \$0.47 per adjusted share, compared to adjusted net income of \$34.0 million in the fourth quarter of 2012. The current quarter includes severance and cash retention expenses of \$9.3 million which reduced adjusted net income by \$4.1 million or \$0.06 per adjusted share when compared to the fourth quarter of 2012.

- Revenues of \$148.2 million increased 8.1% from \$137.1 million in the fourth quarter of 2012 primarily due to higher average AUM as a result of market appreciation and net client cash inflows.
- Operating expenses of \$569.5 million increased 482.9% from \$97.7 million in the fourth quarter of 2012 driven primarily by share-based and other pre-offering related compensation expense. Included in compensation and benefits expense for the first quarter of 2013 was \$9.3 million of severance and cash retention expenses.
- Operating margin was (284.3)% compared to 28.7% in the fourth quarter of 2012. The decline was primarily due to share-based and other pre-offering related compensation expense incurred in the first quarter of 2013.
- Adjusted operating margin was 37.0% compared to 40.4% in the fourth quarter of 2012. Severance and cash retention expenses during the first quarter of 2013 reduced adjusted operating margin by 420 basis points when compared to the fourth quarter of 2012.

### **First Quarter of 2013 Compared to First Quarter of 2012**

Net income was \$3.0 million, or \$0.19 per diluted share. Adjusted net income was \$33.2 million, or \$0.47 per adjusted share, compared to adjusted net income of \$28.5 million in the first quarter of 2012. The current quarter includes severance and cash retention expenses of \$9.3 million which reduced adjusted net income by \$4.4 million or \$0.06 per adjusted share when compared to the first quarter of 2012.

- Revenues of \$148.2 million increased 23.8% from \$119.7 million in the first quarter of 2012 primarily due to higher average AUM as a result of market appreciation and net client cash inflows.
- Operating expenses of \$569.5 million increased 394.4% from \$115.2 million in the first quarter of 2012 driven primarily by share-based and other pre-offering related compensation expense. Included in compensation and benefits expense for the first quarter of 2013 was \$9.3 million of severance and cash retention expenses.
- Operating margin was (284.3)% compared to 3.8% in the first quarter of 2012. The decline was primarily due to share-based and other pre-offering related compensation expense incurred in the first quarter of 2013.
- Adjusted operating margin was 37.0%, compared to 39.6% in the first quarter of 2012. Severance and cash retention expenses during the first quarter of 2013 reduced adjusted operating margin by 420 basis points when compared to the first quarter 2012.

### **Capital Management**

Cash and cash equivalents were \$199.1 million at March 31, 2013, compared to \$141.2 million at December 31, 2012. The Company had total borrowings of \$200.0 million at March 31, 2013 and \$290.0 million at December 31, 2012. The Company received net proceeds from its initial public offering of \$353.4 million. In connection with the initial public offering, the Company used a portion of the proceeds to distribute \$105.3 million of pre-IPO retained profits to its partners, repaid \$90.0 million of the outstanding principal amount of loans under our revolving credit agreement, and purchased approximately 2.7 million Class A units from certain investors for approximately \$76.3 million. Also, in connection with the initial public offering, the Company used cash on hand to make cash incentive payments aggregating \$56.8 million to certain of its portfolio managers. The Company's debt leverage ratio, calculated in accordance with its loan agreements, was 0.9X at March 31, 2013.

As a result of our reorganization and offering, total stockholders' equity was \$5.8 million at March 31, 2013, compared to a deficit of \$672.7 million at December 31, 2012. The Company had 12.7 million shares of Class A common stock outstanding and 2.6 million shares of convertible preferred shares outstanding at March 31, 2013.

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## **CONFERENCE CALL**

The Company will host a conference call on April 30, 2013, at 5:00 p.m. (Eastern Time) to discuss these results. Hosting the call will be Eric Colson, Chief Executive Officer, and C.J. Daley, Chief Financial Officer. The call will be webcast and can be accessed via the investor relations section of [artisanpartners.com](http://artisanpartners.com). Listeners may also access the call by dialing 888.680.0890 or 617.213.4857 for international callers; the conference ID is 63381620. A replay of the call will be available until May 7, 2013, by dialing 888.286.8010 or 617.801.6888 for international callers; the replay conference ID is 45568553. In addition, the webcast will be available on the Company's website.

## **FORWARD-LOOKING STATEMENTS**

Certain statements in this release, and other written or oral statements made by or on behalf of the Company, are "forward-looking statements" within the meaning of the federal securities laws. Statements regarding future events and developments and our future performance, as well as management's current expectations, beliefs, plans, estimates or projections relating to the future, are forward-looking statements within the meaning of these laws. These forward-looking statements are only predictions based on current expectations and projections about future events. These forward-looking statements are subject to a number of risks and uncertainties, and there are important factors that could cause actual results, level of activity, performance or achievements to differ materially from the results, level of activity, performance or achievements expressed or implied by the forward-looking statements. Among the important factors that could cause actual results, level of activity, performance or achievements to differ materially from those indicated by such forward-looking statements are: fluctuations in quarterly and annual results, incurrence of net losses, adverse effects of management focusing on implementation of a growth strategy, failure to develop and maintain the Artisan Partners brand and other factors disclosed in the Company's filings with the Securities and Exchange Commission, including those factors listed under the caption entitled "Risk Factors" in the Company's registration statement on Form S-1 (File No. 333-184686). The Company undertakes no obligation to update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.

## **ABOUT ARTISAN PARTNERS**

Artisan Partners is an independent investment management firm focused on providing high value-added, active investment strategies to sophisticated clients globally. Since 1994, the firm has been committed to attracting experienced, disciplined investment professionals to manage client assets. Artisan Partners has five autonomous investment teams that oversee twelve distinct U.S., non-U.S. and global investment strategies. Each strategy is offered through multiple investment vehicles to accommodate a broad range of client mandates.

The firm's principal offices are located in Milwaukee, San Francisco, Atlanta, New York and London.

## **Artisan Partners Asset Management Inc.**

### **Investor Relations Inquiries**

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**Artisan Partners Asset Management Inc.**  
**Consolidated Statements of Operations**  
(unaudited; in millions, except per share amounts or as noted)

	For the Three Months Ended		
	March 31, 2013	December 31, 2012	March 31, 2012
<b>Revenues</b>			
Management fees			
Artisan Funds & Artisan Global Funds	\$ 99.5	\$ 90.5	\$ 79.5
Separate accounts	48.7	45.3	39.9
Performance fees	—	1.3	0.3
<b>Total revenues</b>	<b>148.2</b>	<b>137.1</b>	<b>119.7</b>
<b>Operating expenses</b>			
Compensation and benefits	72.7	61.6	55.7
Pre-offering related compensation - share-based awards	333.2	15.8	34.8
Pre-offering related compensation - other	143.0	0.2	8.1
Total Compensation and benefits	548.9	77.6	98.6
Distribution and marketing	8.2	7.6	7.1
Occupancy	2.6	2.4	2.3
Communication and technology	3.3	3.4	2.9
General and administrative	6.5	6.7	4.3
<b>Total operating expenses</b>	<b>569.5</b>	<b>97.7</b>	<b>115.2</b>
<b>Operating income (loss)</b>	<b>(421.3)</b>	<b>39.4</b>	<b>4.5</b>
Interest expense	(3.2)	(3.3)	(2.7)
Net gain on the valuation of contingent value rights	24.8	—	—
Net gain of consolidated investment products	4.8	0.3	2.5
Other non-operating income (loss)	—	0.8	(0.3)
<b>Total non-operating income (loss)</b>	<b>26.4</b>	<b>(2.2)</b>	<b>(0.5)</b>
<b>Income (loss) before income taxes</b>	<b>(394.9)</b>	<b>37.2</b>	<b>4.0</b>
Provision for income taxes	4.4	0.2	0.3
<b>Net income (loss) before noncontrolling interests</b>	<b>(399.3)</b>	<b>37.0</b>	<b>3.7</b>
Less: Net income (loss) attributable to noncontrolling interests - Artisan Partners Holdings LP	(407.1)	36.7	1.2
Less: Net income attributable to noncontrolling interests - consolidated investment products	4.8	0.3	2.5
<b>Net income attributable to Artisan Partners Asset Management Inc.</b>	<b>\$ 3.0</b>	<b>\$ —</b>	<b>\$ —</b>
<b>Basic and diluted earnings per share - Class A common shares</b>	<b>\$ 0.19</b>	<b>N/A</b>	<b>N/A</b>
<b>Average shares outstanding</b>			
Class A common shares	12.7	N/A	N/A
Convertible preferred shares	2.6	N/A	N/A
Total average shares outstanding	15.3	N/A	N/A



**Artisan Partners Asset Management Inc.**  
**Reconciliation of GAAP to Non-GAAP ("Adjusted") Measures**  
**(unaudited; in millions, except per share amounts or as noted)**

	For the Three Months Ended		
	March 31, 2013	December 31, 2012	March 31, 2012
<b>Net income attributable to Artisan Partners Asset Management Inc. (GAAP)</b>	<b>\$ 3.0</b>	<b>\$ —</b>	<b>\$ —</b>
Add back: Net income (loss) attributable to noncontrolling interests - Artisan Partners Holdings LP	(407.1)	36.7	1.2
Add back: Provision for income taxes	4.4	0.2	0.3
Add back: Pre-offering related compensation - share-based awards	333.2	15.8	34.8
Add back: Pre-offering related compensation - other	143.0	0.2	8.1
Less: Net gain on the valuation of contingent value rights	24.8	—	—
Adjusted provision for income taxes	18.5	18.9	15.9
<b>Adjusted net income (Non-GAAP)</b>	<b>\$ 33.2</b>	<b>\$ 34.0</b>	<b>\$ 28.5</b>
<b>Average shares outstanding</b>			
Class A common shares	12.7	—	—
Assumed conversion or exchange of:			
Convertible preferred shares outstanding	2.6	—	—
Artisan Partners Holdings LP units outstanding (non-controlling interest)	54.7	—	—
<b>Adjusted shares</b>	<b>70.0</b>	<b>N/A</b>	<b>N/A</b>
<b>Adjusted net income per adjusted share (Non-GAAP)</b>	<b>\$ 0.47</b>	<b>N/A</b>	<b>N/A</b>
<b>Operating income (loss) (GAAP)</b>	<b>\$ (421.3)</b>	<b>\$ 39.4</b>	<b>\$ 4.5</b>
Add back: Pre-offering related compensation - share-based awards	333.2	15.8	34.8
Add back: Pre-offering related compensation - other	143.0	0.2	8.1
<b>Adjusted operating income (Non-GAAP)</b>	<b>\$ 54.9</b>	<b>\$ 55.4</b>	<b>\$ 47.4</b>
<b>Adjusted operating margin (Non-GAAP)</b>	<b>37.0%</b>	<b>40.4%</b>	<b>39.6%</b>
<b>Net income attributable to Artisan Partners Asset Management Inc. (GAAP)</b>	<b>\$ 3.0</b>	<b>\$ —</b>	<b>\$ —</b>
Add back: Net income (loss) attributable to noncontrolling interests - Artisan Partners Holdings LP	(407.1)	36.7	1.2
Add back: Pre-offering related compensation - share-based awards	333.2	15.8	34.8
Add back: Pre-offering related compensation - other	143.0	0.2	8.1
Less: Net gain on the valuation of contingent value rights	24.8	—	—
Add back: Interest expense	3.2	3.3	2.7
Add back: Provision for income taxes	4.4	0.2	0.3
Add back: Depreciation and amortization	0.7	0.8	0.5
<b>Adjusted EBITDA (Non-GAAP)</b>	<b>\$ 55.6</b>	<b>\$ 57.0</b>	<b>\$ 47.6</b>

The Company's management uses non-GAAP measures (referred to as "adjusted") of net income and operating income to evaluate the profitability and efficiency of the underlying operations of the business and as a factor when considering net income available for distributions and dividends. These adjusted measures remove the impact of (1) pre-offering related compensation (as described below), (2) the net gain (loss) on the valuation of contingent value rights, and (3) adjustments to remove the non-operational complexities of the Company's structure by adding back non-controlling interests and assuming all income of Artisan Partners Holdings is allocated to the Company. Management believes these non-GAAP measures provide more meaningful information to analyze the Company's profitability and efficiency between periods and over time. The Company has included these non-GAAP measures to provide investors with the same financial metrics used by management to manage the Company.

Investors should consider the non-GAAP measures in addition to, and not as a substitute for, financial measures prepared in accordance with GAAP. The Company's non-GAAP measures may differ from similar measures used by other companies, even if similar terms are used to identify such measures. The Company's non-GAAP measures are as follows:

- Adjusted net income represents net income excluding the impact of (1) pre-offering related compensation, as defined below and (2) net gain (loss) on the valuation of contingent value rights, and reflects income taxes as if all outstanding units of Artisan Partners Holdings and convertible preferred shares of the Company were exchanged for or converted into Class A common stock of the Company on a one-for-one basis. Assuming the full exchange and conversion, all income of Artisan Partners Holdings is treated as if it were allocated to the Company, and the adjusted provision for income taxes represents an estimate of income tax expense at an effective rate of 35.8% (as of March 31, 2013) reflecting assumed federal, state, and local income taxes.
- Adjusted net income per adjusted share is calculated by dividing adjusted net income (loss) by adjusted shares. The number of adjusted shares is derived by assuming the exchange of all outstanding units of Artisan Partners Holdings and the conversion of all outstanding convertible preferred shares for or into Class A common stock of the Company on a one-for-one basis.
- Adjusted operating income represents the operating income (loss) of the consolidated company excluding pre-offering related compensation, as defined below.
- Adjusted operating margin is calculated by dividing adjusted operating income (loss) by total revenues.
- Adjusted EBITDA represents income (loss) before income taxes, interest expense and depreciation and amortization, adjusted to exclude the impact of net income (loss) attributable to non-controlling interests, pre-offering related compensation, as defined below, and the net gain (loss) on the valuation of contingent value rights.
- For the three months ended March 31, 2013, "pre-offering related compensation" includes (in addition to the items referred to in the next sentence) (1) compensation expense triggered by the Company's initial public offering, which closed on March 12, 2013, (2) expense related to Class B common units of Artisan Partners Holdings that were modified as a result of the initial public offering and (3) the amortization of unvested Class B common units of Artisan Partners Holdings that were granted before the initial public offering. For the three months ended March 31, 2013, December 31, 2012, and March 31, 2012, pre-offering related compensation also includes (1) distributions to the Class B partners of Artisan Partners Holdings, (2) redemptions of Class B common units and (3) changes in the value of Class B liability awards, in each case occurring during the respective period.

**Artisan Partners Asset Management Inc.**  
**Condensed Consolidated Statements of Financial Condition**  
**(unaudited; in millions)**

	As of	
	March 31, 2013	December 31, 2012
<b>Assets</b>		
Cash and cash equivalents	\$ 199.1	\$ 141.2
Accounts receivable	51.5	46.0
Investment securities	19.1	15.2
Deferred tax assets	68.8	—
Assets of consolidated investment products	70.2	67.0
Other	17.8	18.2
<b>Total assets</b>	<b>\$ 426.5</b>	<b>\$ 287.6</b>
<b>Liabilities and equity (deficit)</b>		
Accounts payable, accrued expenses, and other	\$ 110.9	\$ 57.6
Borrowings	200.0	290.0
Class B liability awards	—	225.2
Contingent value rights	30.6	—
Amounts payable under tax receivable agreements	53.5	—
Liabilities of consolidated investment products	25.7	30.3
Total liabilities	420.7	603.1
Redeemable preferred units	—	357.2
Total equity (deficit)	5.8	(672.7)
<b>Total liabilities and equity (deficit)</b>	<b>\$ 426.5</b>	<b>\$ 287.6</b>

**Artisan Partners Asset Management Inc.**  
**Assets Under Management**  
(unaudited; in millions)

	For the Three Months Ended			% Change from	
	March 31, 2013	December 31, 2012	March 31, 2012	December 31, 2012	March 31, 2012
Beginning assets under management	\$ 74,334	\$ 69,835	\$ 57,104	6.4%	30.2 %
Gross client cash inflows	6,324	4,957	4,410	27.6%	43.4 %
Gross client cash outflows	(4,138)	(3,414)	(3,013)	21.2%	37.3 %
Net client cash flows	2,186	1,543	1,397	41.7%	56.5 %
Market appreciation (depreciation)	6,658	2,956	7,992	125.2%	(16.7)%
Ending assets under management	<u>\$ 83,178</u>	<u>\$ 74,334</u>	<u>\$ 66,493</u>	<u>11.9%</u>	<u>25.1 %</u>
Average assets under management	<u>\$ 79,152</u>	<u>\$ 71,262</u>	<u>\$ 62,925</u>	<u>11.1%</u>	<u>25.8 %</u>

**Artisan Partners Asset Management Inc.**  
**Assets Under Management by Investment Team and Vehicle**  
(unaudited; in millions)

Three Months Ended	By Investment Team						By Vehicle		
	Global Equity	U.S. Value	Growth	Global Value	Emerging Markets	Total	Artisan Funds & Artisan Global Funds	Separate Accounts	Total
<b>March 31, 2013</b>									
Beginning assets under management	\$ 20,092	\$ 16,722	\$ 14,692	\$ 19,886	\$ 2,942	\$ 74,334	\$ 39,603	\$ 34,731	\$ 74,334
Gross client cash inflows	1,540	1,116	1,410	1,994	264	6,324	4,570	1,754	6,324
Gross client cash outflows	(908)	(924)	(569)	(343)	(1,394)	(4,138)	(2,222)	(1,916)	(4,138)
Net client cash flows	632	192	841	1,651	(1,130)	2,186	2,348	(162)	2,186
Market appreciation (depreciation)	1,358	2,334	1,336	1,677	(47)	6,658	3,733	2,925	6,658
Transfers	—	—	—	—	—	—	—	—	—
Ending assets under management	\$ 22,082	\$ 19,248	\$ 16,869	\$ 23,214	\$ 1,765	\$ 83,178	\$ 45,684	\$ 37,494	\$ 83,178
Average assets under management	\$ 21,270	\$ 18,157	\$ 16,144	\$ 21,720	\$ 1,861	\$ 79,152	\$ 43,205	\$ 35,947	\$ 79,152
<b>December 31, 2012</b>									
Beginning assets under management	\$ 18,989	\$ 16,415	\$ 14,149	\$ 17,432	\$ 2,850	\$ 69,835	\$ 37,730	\$ 32,105	\$ 69,835
Gross client cash inflows	904	1,021	1,120	1,902	10	4,957	2,845	2,112	4,957
Gross client cash outflows	(790)	(1,292)	(781)	(496)	(55)	(3,414)	(2,557)	(857)	(3,414)
Net client cash flows	114	(271)	339	1,406	(45)	1,543	288	1,255	1,543
Market appreciation (depreciation)	989	578	204	1,048	137	2,956	1,585	1,371	2,956
Transfers	—	—	—	—	—	—	—	—	—
Ending assets under management	\$ 20,092	\$ 16,722	\$ 14,692	\$ 19,886	\$ 2,942	\$ 74,334	\$ 39,603	\$ 34,731	\$ 74,334
Average assets under management	\$ 19,357	\$ 16,503	\$ 14,020	\$ 18,549	\$ 2,833	\$ 71,262	\$ 38,333	\$ 32,929	\$ 71,262
<b>March 31, 2012</b>									
Beginning assets under management	\$ 16,107	\$ 15,059	\$ 10,892	\$ 12,547	\$ 2,499	\$ 57,104	\$ 30,843	\$ 26,261	\$ 57,104
Gross client cash inflows	879	1,168	1,224	1,010	129	4,410	2,952	1,458	4,410
Gross client cash outflows	(1,005)	(763)	(752)	(273)	(220)	(3,013)	(1,968)	(1,045)	(3,013)
Net client cash flows	(126)	405	472	737	(91)	1,397	984	413	1,397
Market appreciation (depreciation)	2,518	1,476	2,251	1,364	383	7,992	4,291	3,701	7,992
Transfers	—	—	—	—	—	—	(54)	54	—
Ending assets under management	\$ 18,499	\$ 16,940	\$ 13,615	\$ 14,648	\$ 2,791	\$ 66,493	\$ 36,064	\$ 30,429	\$ 66,493
Average assets under management	\$ 17,700	\$ 16,303	\$ 12,559	\$ 13,631	\$ 2,732	\$ 62,925	\$ 34,060	\$ 28,865	\$ 62,925

**Artisan Partners Asset Management Inc.**  
**Investment Strategy AUM and Gross Composite Performance**  
**As of March 31, 2013**  
**(unaudited)**

	Inception	Strategy AUM	Value-Added <sup>1</sup> (bps)				
Investment Team and Strategy	Date	(in \$MM)	1 YR	3 YR	5 YR	10 YR	Inception
Global Equity Team							
Non-U.S. Growth Strategy	1/1/1996	\$20,635	527	653	397	321	683
Non-U.S. Small-Cap Growth Strategy	1/1/2002	\$1,368	1,021	549	319	553	563
Global Equity Strategy	4/1/2010	\$80	1,579	815	N/A	N/A	815
U.S. Value Team							
U.S. Mid-Cap Value Strategy	4/1/1999	\$12,895	250	192	335	331	627
U.S. Small-Cap Value Strategy	6/1/1997	\$4,183	(1,045)	(471)	14	187	532
Value Equity Strategy	7/1/2005	\$2,169	—	48	78	N/A	137
Growth Team							
U.S. Mid-Cap Growth Strategy	4/1/1997	\$13,444	(844)	312	302	135	609
U.S. Small-Cap Growth Strategy	4/1/1995	\$1,708	(219)	622	325	128	97
Global Opportunities Strategy	2/1/2007	\$1,683	428	991	849	N/A	687
Global Value Team							
Non-U.S. Value Strategy	7/1/2002	\$13,347	861	814	970	738	740
Global Value Strategy	7/1/2007	\$9,867	977	717	854	N/A	655
Emerging Markets Team							
Emerging Markets Strategy	7/1/2006	\$1,765	(338)	(418)	(248)	N/A	(117)
Total Assets Under Management <sup>2</sup>		\$83,178					

<sup>1</sup> Value-added is the amount in basis points by which the average annual gross composite return of each of our strategies has outperformed the market index most commonly used by our clients to compare the performance of the relevant strategy for the periods presented and since its inception date. The market indices used to compute the value added since inception date for each of our strategies are as follows: Non-U.S. Growth strategy—MSCI EAFE® Index; Non-U.S. Small-Cap Growth strategy—MSCI EAFE® Small Cap Index; Global Equity strategy—MSCI ACWI® Index; U.S. Small-Cap Value strategy—Russell 2000® Index; U.S. Mid-Cap Value strategy—Russell Midcap® Index; Value Equity strategy—Russell 1000® Index; U.S. Mid-Cap Growth strategy—Russell Midcap® Index; Global Opportunities strategy—MSCI ACWI® Index; U.S. Small-Cap Growth strategy—Russell 2000® Index; Non-U.S. Value strategy—MSCI EAFE® Index; Global Value strategy—MSCI ACWI® Index; Emerging Markets strategy—MSCI Emerging Markets Index<sup>SM</sup>.

<sup>2</sup> Includes an additional \$34.4 million in assets managed in a portfolio not currently made available to investors other than our employees to evaluate its potential viability as a strategy to be offered to clients.



ARTISAN PARTNERS ASSET MANAGEMENT

# Artisan Partners Asset Management

BUSINESS UPDATE AND FIRST QUARTER 2013 EARNINGS PRESENTATION

## BUSINESS UPDATE & QUARTERLY RESULTS DISCUSSION

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**Eric R. Colson** is President and Chief Executive Officer of Artisan Partners. Prior to joining the firm in January 2005, Mr. Colson was an executive vice president of Callan Associates, Inc. where he managed the institutional consulting group, providing business and investment advice to asset management firms. Prior to managing the institutional consulting group, he managed Callan's global manager research. Mr. Colson holds a BA in Economics from the University of California-Irvine. Mr. Colson is a Chartered Financial Analyst.

- 20 years of industry experience
- 8 years at Artisan Partners



**Charles (C.J.) Daley, Jr.** is a Managing Director and Chief Financial Officer of Artisan Partners. Prior to joining the firm in July 2010, Mr. Daley was senior executive vice president, chief financial officer and treasurer of the global asset management firm Legg Mason, Inc. Mr. Daley holds a BS in Accounting from the University of Maryland. He is an inactive Certified Public Accountant.

- 25 years of industry experience
- 2 years at Artisan Partners



## FIRM FACTS

- Founded in 1994; focused on providing high value-added investment strategies
- Five autonomous investment teams managing twelve investment strategies for sophisticated, institutional investors
- Principal offices in Milwaukee, San Francisco, Atlanta, New York and London, with approximately 282 associates
- Approximately \$83.2 billion under management as of March 31, 2013

### MANAGEMENT TEAM

Andrew A. Ziegler  
Executive Chairman

Eric R. Colson  
Chief Executive Officer

Charles (C.J.) Daley, Jr.  
Chief Financial Officer

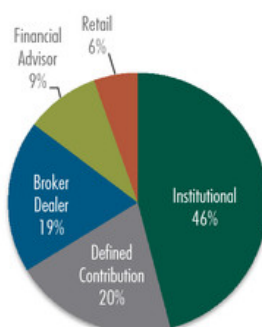
Janet D. Olsen  
Chief Legal Officer

Dean J. Patenaude  
Executive Vice President –  
Global Distribution

AUM by Investment Team



AUM by Distribution Channel<sup>1</sup>



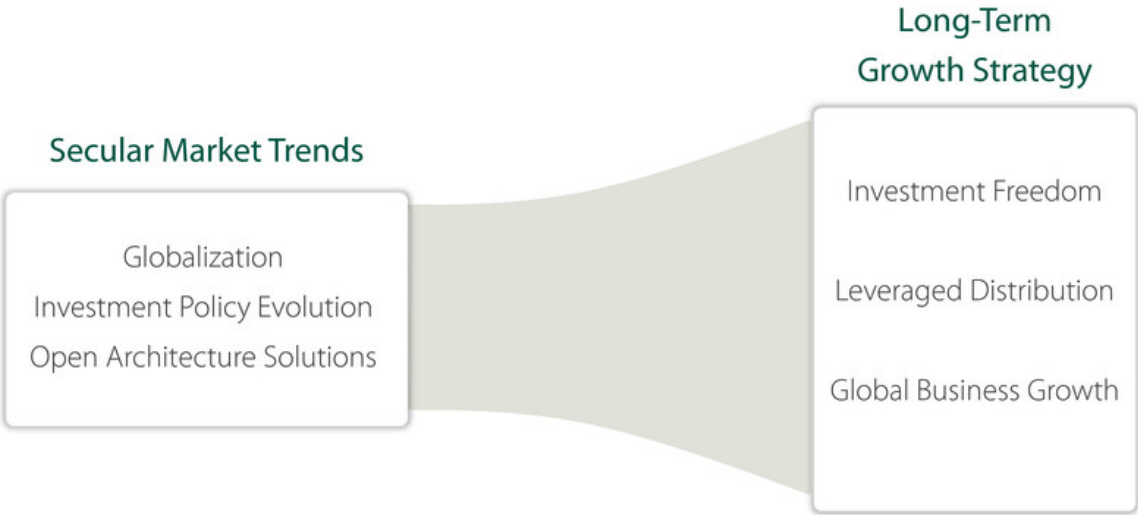
As of March 31, 2013. <sup>1</sup>The allocation of AUM by distribution channel involves the use of estimates and the exercise of judgment.

BUSINESS PHILOSOPHY & APPROACH

High Value Added Investment Firm	Talent Driven Business Model	Growth-Oriented Culture
Active Strategies	Designed for Investment Talent to Thrive	Based on Actively Identifying Talent
Autonomous Franchises	Managed by Business Professionals	Committed to Maintaining an Entrepreneurial Spirit
Proven Results	Structured to Align Interests	Focused on Long-Term Demand Globally

Since its founding, Artisan has built its business based upon a consistent philosophy and business model.

Management Guideposts

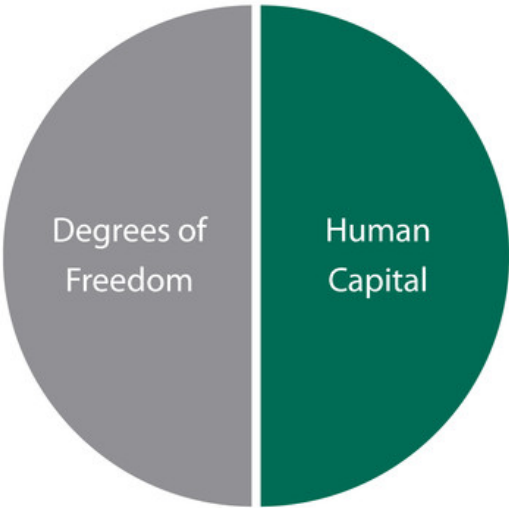


Team and Product Philosophy



Development Strategy

- Alternatives and Emerging Markets networking
- Continued Globalization



- Global Equity Team Promotions
- Equity Participation

## LONG-TERM INVESTMENT PERFORMANCE — Full Cycle Return Goals

Process Consistency

Wealth Compounding

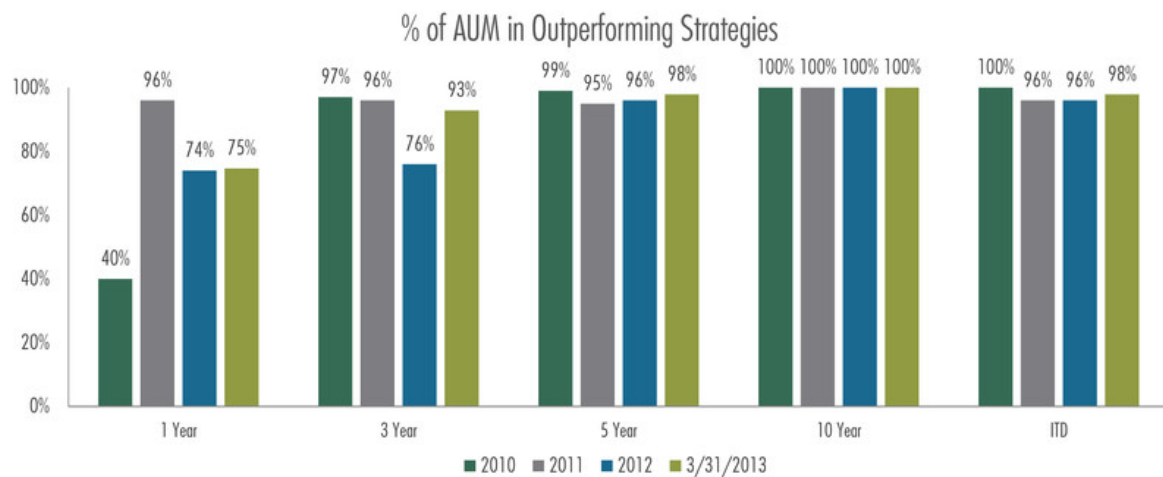
Index  
Outperformance

Peer  
Outperformance

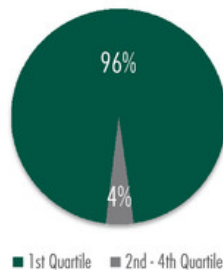
	Strategy Inception	AUM (in billions)	Average Annual Value Add Since Inception <sup>1</sup>
<b>Global Equity Team</b>			
Non-U.S. Growth Strategy	1/1/96	\$ 20.6	6.83%
Non-U.S. Small-Cap Growth Strategy	1/1/02	\$ 1.4	5.63%
Global Equity Strategy	4/1/10	\$ <0.1	8.15%
<b>U.S. Value Team</b>			
U.S. Mid-Cap Value Strategy	4/1/99	\$ 12.9	6.27%
U.S. Small-Cap Value Strategy	6/1/97	\$ 4.2	5.32%
Value Equity Strategy	7/1/05	\$ 2.2	1.37%
<b>Growth Team</b>			
U.S. Mid-Cap Growth Strategy	4/1/97	\$ 13.4	6.09%
U.S. Small-Cap Growth Strategy	4/1/95	\$ 1.7	0.97%
Global Opportunities Strategy	2/1/07	\$ 1.7	6.87%
<b>Global Value Team</b>			
Non-U.S. Value Strategy	7/1/02	\$ 13.3	7.40%
Global Value Strategy	7/1/07	\$ 9.9	6.55%
<b>Emerging Markets Team</b>			
Emerging Markets Strategy	7/1/06	\$ 1.8	(1.17%)

Note: Data as of and through March 31, 2013. <sup>1</sup> Value add measures the average annual outperformance or underperformance of the gross composite return of each Artisan Partners strategy compared to its broad-based benchmark. See Notes & Disclosures at the end of this presentation for more information about how investment performance.

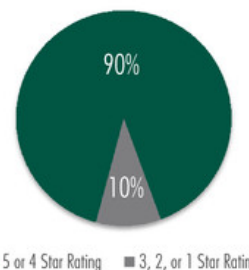
## INVESTMENT PERFORMANCE — Outperformance and Rankings



**% of AUM By Overall Lipper Ranking**  
(as of 3/31/2013)

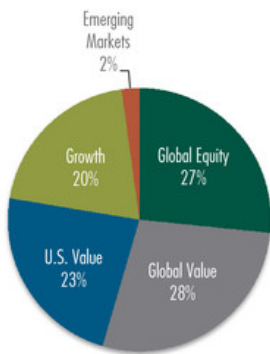


**% of AUM By Overall Morningstar Rating™**  
(as of 3/31/2013)

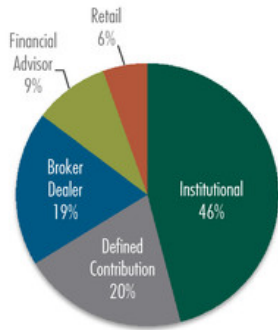


Sources: Artisan Partners/Lipper Inc./Morningstar. At December 31 of each year except as indicated. % of AUM in Outperforming Strategies represents the % of AUM in strategies where gross composite performance has outperformed its benchmark for the average annual periods indicated above and since inception. % of AUM in Outperforming Strategies includes assets under management in all strategies in operation throughout the period. Lipper rankings are based on total return, are historical, and do not represent future results. Morningstar ratings are based on risk-adjusted return. The Overall Morningstar Rating for a fund is derived from a weighted average of the performance figures associated with its 3-, 5- and 10-year (if applicable) Morningstar Rating metrics. See Notes & Disclosures at the end of this presentation for more information about how investment performance.

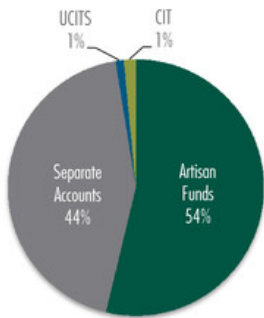
AUM by Investment Team



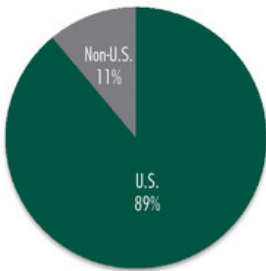
AUM by Distribution Channel<sup>1</sup>



AUM by Vehicle



AUM by Client Domicile



<sup>1</sup>As of March 31, 2013. <sup>2</sup>The allocation of AUM by distribution channel involves the use of estimates and the exercise of judgment.

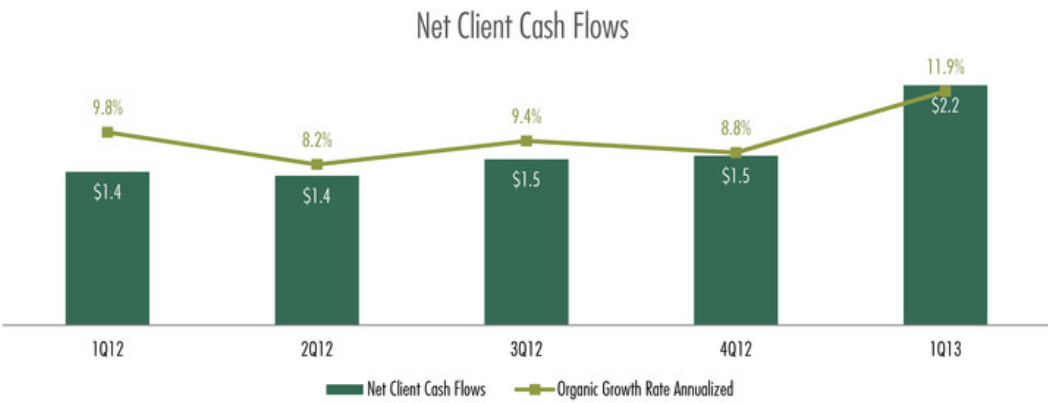
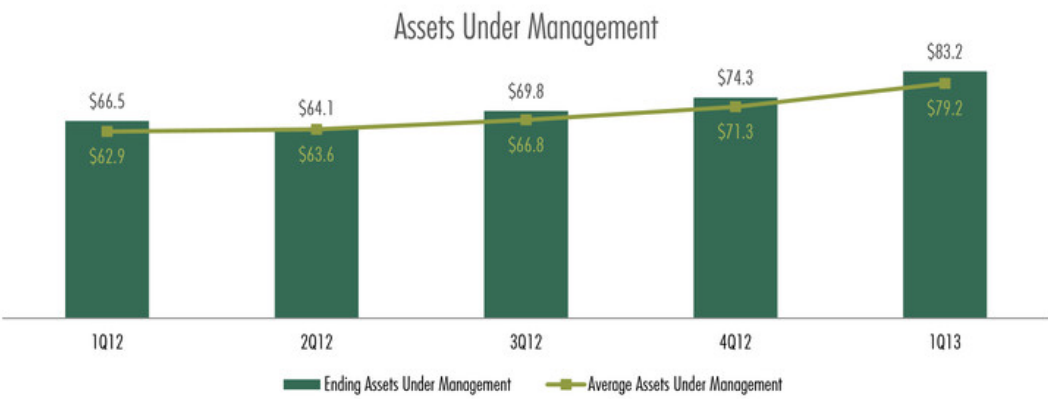
## SUMMARY OF FIRST QUARTER 2013 RESULTS

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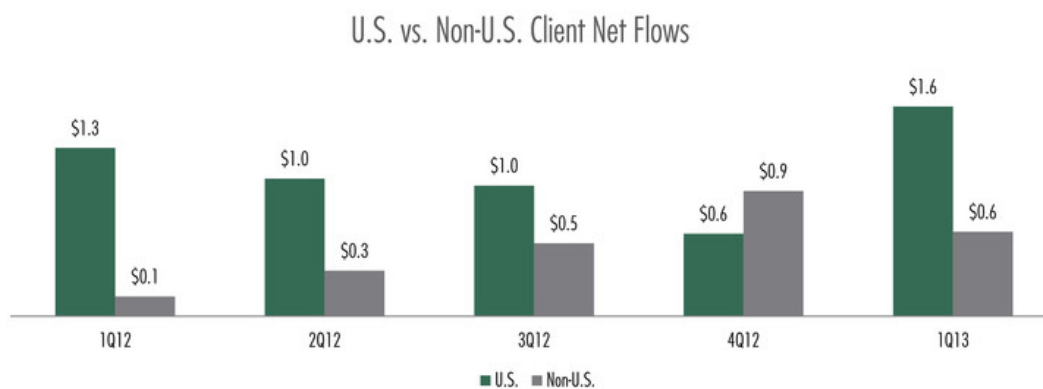
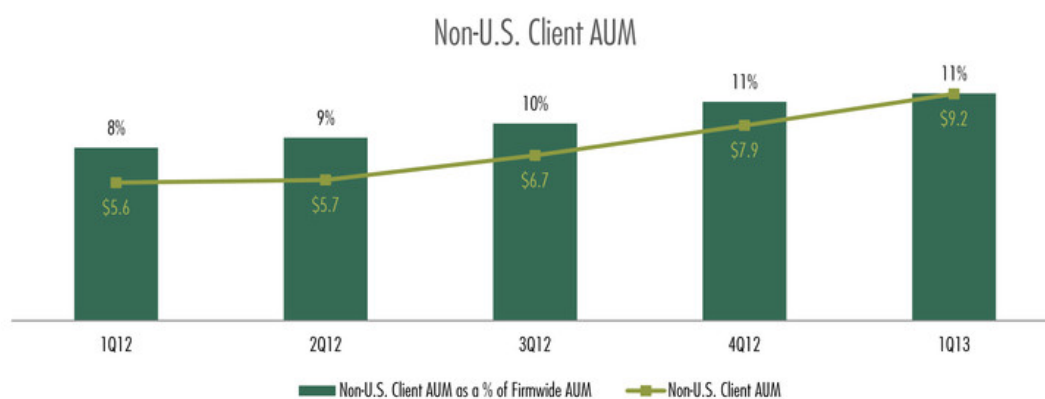
Assets Under Management	<ul style="list-style-type: none"><li>▪ AUM increased 11.9% to \$83.2 billion, the highest quarter-end level in the firm's history</li><li>▪ Average AUM was \$79.2 billion</li></ul>
Net Client Cash Flows	<ul style="list-style-type: none"><li>▪ Total net flows of \$2.2 billion resulting in 11.9% annualized organic growth</li></ul>
Overall Operating Results	<ul style="list-style-type: none"><li>▪ Operating margin of (284.3)%</li><li>▪ Net income per basic and diluted share of \$0.19</li><li>▪ Adjusted operating margin of 37.0%</li><li>▪ Adjusted net income per adjusted share of \$0.47</li></ul>
Capital Management	<ul style="list-style-type: none"><li>▪ Issued 12.7 million shares of APAM Class A common stock</li><li>▪ Reduced debt by \$90 million</li></ul>



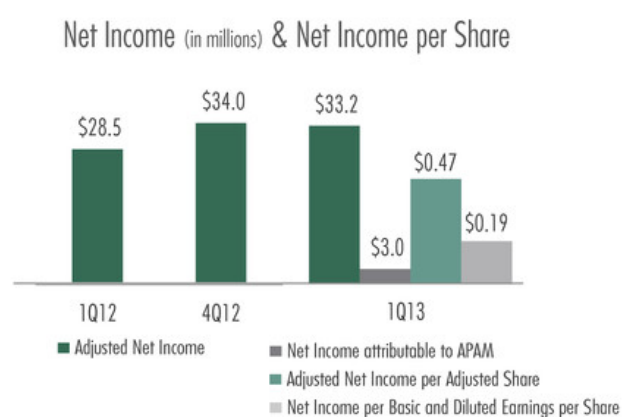
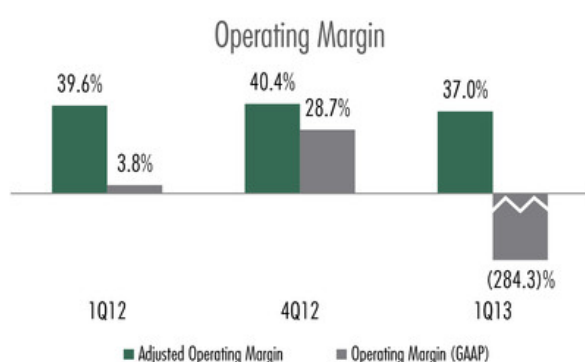
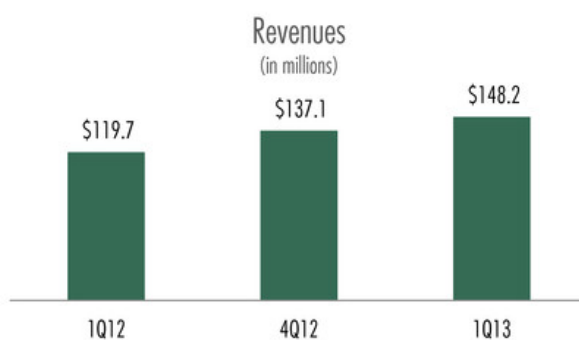
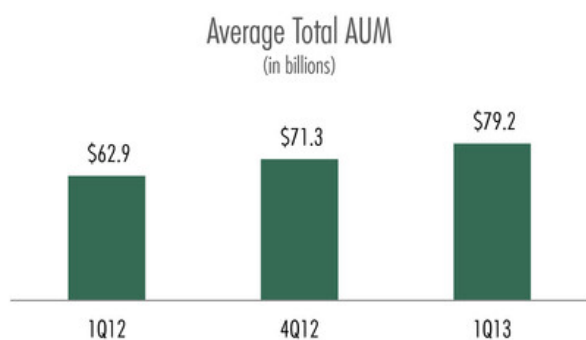
ASSETS UNDER MANAGEMENT & NET CLIENT CASH FLOWS (in billions)



## GLOBAL DISTRIBUTION (in billions)



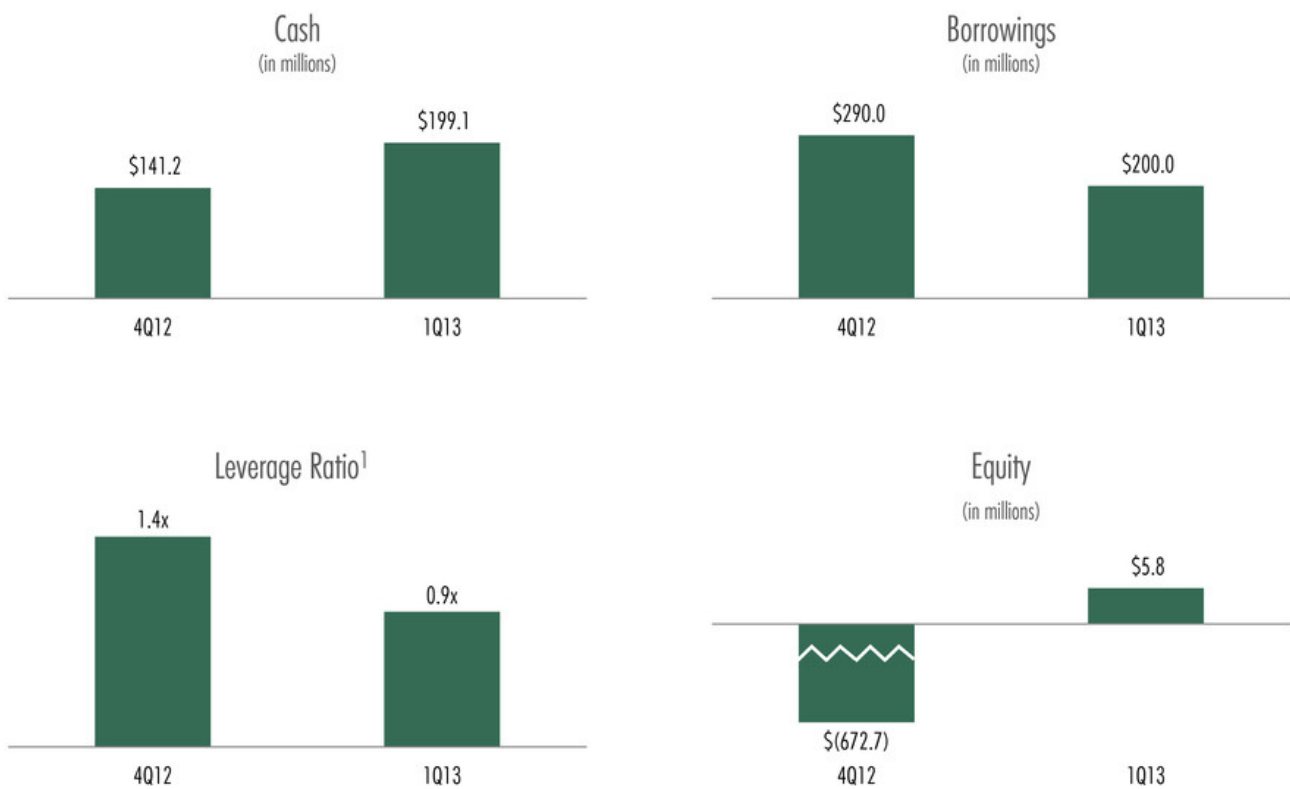
## FINANCIAL RESULTS — Financial Highlights



## FINANCIAL RESULTS — Compensation & Benefits (in millions)

	<u>March 2013</u>	<u>% of Rev.</u>	<u>December 2012</u>	<u>% of Rev.</u>	<u>March 2012</u>	<u>% of Rev.</u>
Salary & Incentives	\$ 58.0	39.1%	\$ 56.2	41.0%	\$ 47.0	39.3%
Benefits & Payroll taxes	3.1	2.1%	1.7	1.2%	2.1	1.7%
<b>Subtotal Compensation and Benefits</b>	<b>61.1</b>	<b>41.2%</b>	<b>57.9</b>	<b>42.2%</b>	<b>49.1</b>	<b>41.0%</b>
Pre-offering related compensation	476.2	321.3%	16.0	11.7%	42.9	35.8%
Severance & cash retention award	9.3	6.3%	2.9	2.1%	2.5	2.1%
Seasonal benefits	2.3	1.6%	0.8	0.6%	4.1	3.4%
<b>Total Compensation and Benefits</b>	<b>\$ 548.9</b>	<b>370.4%</b>	<b>\$ 77.6</b>	<b>56.6%</b>	<b>\$ 98.6</b>	<b>82.4%</b>

- Total compensation and benefits increase in the March 2013 quarter was driven by compensation charges related to the reorganization of the Company's capital structure from a private partnership to a public company.
- Salary & Incentives includes incentive compensation, which increased in the March 2013 quarter due to higher revenues.
- March 2013 quarter includes previously disclosed severance of a former portfolio manager. Pre-IPO retention award amortization for investment teams, which is included in each of the quarters presented, ends in December 2013 quarter.
- Seasonal benefits costs increased due in part to the first quarter funding of 50% of the Company's annual contribution to employee health savings accounts and 401(k) matching. The March 2012 quarter also includes a full year vacation accrual prior to our policy revisions in 2013.
- Total Compensation and Benefits does not include amortization of post-IPO equity awards expense. Post-IPO equity awards have not yet been made.



<sup>1</sup> Calculated in accordance with debt agreements.

A faint, light-colored world map is visible in the background of the page. A horizontal olive-green band is positioned across the middle of the page, containing the word 'APPENDIX'.

## APPENDIX

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## RECONCILIATION OF GAAP TO NON-GAAP ("ADJUSTED") MEASURES

	For the Three Months Ended		
	(in millions, except per share numbers)		
	March 31, 2013	December 31, 2012	March 31, 2012
Net income attributable to Artisan Partners Asset Management Inc. (GAAP)	\$3.0	\$—	\$—
Add back: Net income (loss) attributable to noncontrolling interests - Artisan Partners Holdings LP	(407.1)	36.7	1.2
Add back: Provision for income taxes	4.4	0.2	0.3
Add back: Pre-offering related compensation - share-based awards	333.2	15.8	34.8
Add back: Pre-offering related compensation - other	143.0	0.2	8.1
Less: Net gain on the valuation of contingent value rights	24.8	—	—
Adjusted provision for income taxes	18.5	18.9	15.9
<b>Adjusted net income (Non-GAAP)</b>	<b>\$33.2</b>	<b>\$34.0</b>	<b>\$28.5</b>
<b>Average shares outstanding</b>			
Class A common shares	12.7	—	—
Assumed conversion or exchange of:			
Convertible preferred shares outstanding	2.6	—	—
Artisan Partners Holdings LP units outstanding (non-controlling interest)	54.7	—	—
<b>Adjusted shares</b>	<b>70.0</b>	<b>N/A</b>	<b>N/A</b>
Adjusted net income per adjusted share (Non-GAAP)	\$0.47	N/A	N/A
<b>Operating income (loss) (GAAP)</b>	<b>(\$421.3)</b>	<b>\$39.4</b>	<b>\$4.5</b>
Add back: Pre-offering related compensation - share-based awards	333.2	15.8	34.8
Add back: Pre-offering related compensation - other	143.0	0.2	8.1
<b>Adjusted operating income (Non-GAAP)</b>	<b>\$54.9</b>	<b>\$55.4</b>	<b>\$47.4</b>
<b>Adjusted operating margin (Non-GAAP)</b>	<b>37.0%</b>	<b>40.4%</b>	<b>39.6%</b>

## LONG-TERM INVESTMENT RESULTS

As of March 31, 2013	Average Annual Total Returns (Gross)						Average Annual Value Add
	1 Yr	3 Yr	5 Yr	7 Yr	10 Yr	Inception	Since Inception (bp)
<b>Global Equity Team</b>							
Artisan Non-U.S. Growth (Inception: 1-Jan-96)	16.52%	11.53%	3.08%	5.26%	12.90%	11.39%	683
MSCI EAFE Index	11.25%	4.99%	-0.89%	1.61%	9.68%	4.56%	
Artisan Non-U.S. Small-Cap Growth (Inception: 1-Jan-02)	23.49%	13.89%	5.24%	7.91%	18.68%	16.15%	563
MSCI EAFE Small Cap Index	13.28%	8.40%	2.06%	1.84%	13.16%	10.53%	
Artisan Global Equity (Inception 1-Apr-10)	26.34%	15.92%	—	—	—	15.92%	815
MSCI All Country World Index	10.55%	7.77%	—	—	—	7.77%	
<b>U.S. Value Team</b>							
Artisan U.S. Mid-Cap Value (Inception: 1-Apr-99)	19.79%	16.53%	11.72%	9.61%	15.57%	14.83%	627
Russell Midcap <sup>®</sup> Index	17.30%	14.61%	8.37%	6.18%	12.26%	8.56%	
Artisan U.S. Small-Cap Value (Inception: 1-Jun-97)	5.86%	8.73%	8.38%	6.48%	13.38%	12.66%	532
Russell 2000 <sup>®</sup> Index	16.30%	13.44%	8.23%	4.58%	11.51%	7.34%	
Artisan Value Equity (Inception: 1-Jul-05)	14.43%	13.39%	6.93%	6.77%	—	7.46%	137
Russell 1000 <sup>®</sup> Index	14.43%	12.92%	6.15%	5.20%	—	6.09%	
<b>Growth Team</b>							
Artisan U.S. Mid-Cap Growth (Inception: 1-Apr-97)	8.86%	17.73%	11.39%	9.50%	13.61%	15.94%	609
Russell Midcap <sup>®</sup> Index	17.30%	14.61%	8.37%	6.18%	12.26%	9.86%	
Artisan U.S. Small-Cap Growth (Inception: 1-Apr-95)	14.12%	19.66%	11.48%	5.73%	12.79%	9.87%	97
Russell 2000 <sup>®</sup> Index	16.30%	13.44%	8.23%	4.58%	11.51%	8.90%	
Artisan Global Opportunities (Inception: 1-Feb-07)	14.83%	17.68%	10.55%	—	—	8.59%	687
MSCI All Country World Index	10.55%	7.77%	2.06%	—	—	1.72%	
<b>Global Value Team</b>							
Artisan Non-U.S. Value (Inception: 1-Jul-02)	19.87%	13.13%	8.81%	8.15%	17.07%	13.94%	740
MSCI EAFE Index	11.25%	4.99%	-0.89%	1.61%	9.68%	6.55%	
Artisan Global Value (Inception: 1-Jul-07)	20.32%	14.94%	10.60%	—	—	6.91%	655
MSCI All Country World Index	10.55%	7.77%	2.06%	—	—	0.36%	
<b>Emerging Markets Team</b>							
Artisan Emerging Markets (Inception: 1-Jul-06)	-1.42%	-0.91%	-1.39%	—	—	6.18%	-117
MSCI Emerging Markets Index	1.96%	3.27%	1.09%	—	—	7.36%	

Source: Artisan Partners/MSCI/Russell. Average Annual Total Returns (Gross) represents gross of fees performance for the Artisan Composites. Value add measures the average annual outperformance or underperformance of the gross composite return of each Artisan Partners strategy compared to its broad-based benchmark. See Notes & Disclosures at the end of this presentation for more information about how investment performance.



## NOTES & DISCLOSURES

### Forward-Looking Statements

Certain information in this presentation, and other written or oral statements made by or on behalf of Artisan Partners, are "forward-looking statements" within the meaning of the federal securities laws. Statements regarding future events and developments and the company's future performance, as well as management's current expectations, beliefs, plans, estimates or projections relating to the future, are forward-looking statements within the meaning of these laws. These forward-looking statements are only predictions based on current expectations and projections about future events. These forward-looking statements are subject to a number of risks and uncertainties, and there are important factors that could cause actual results, level of activity, performance or achievements to differ materially from the results, level of activity, performance or achievements expressed or implied by the forward-looking statements. Among the important factors that could cause actual results, level of activity, performance or achievements to differ materially from those indicated by such forward-looking statements are: fluctuations in quarterly and annual results, incurrence of net losses, adverse effects of management focusing on implementation of a growth strategy, failure to develop and maintain the Artisan Partners brand and other factors disclosed in the company's filings with the Securities and Exchange Commission, including those factors listed under the caption entitled "Risk Factors" in the company's registration statement on Form S-1 (File No. 333-184686). The company undertakes no obligation to update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.

### Investment Performance

We measure the results of our "composites", which represent the aggregate performance of all discretionary client accounts, including mutual funds, invested in the same strategy except those accounts with respect to which we believe client-imposed socially based restrictions may have a material impact on portfolio construction and those accounts managed in a currency other than U.S. dollars (the results of these accounts, which represented approximately 8% of our assets under management at March 31, 2013, are maintained in separate composites, which are not presented in these materials).

Results for any investment strategy described herein, and for different investment products within a strategy, are affected by numerous factors, including different material market or economic conditions; different investment management fee rates, brokerage commissions and other expenses; and the reinvestment of dividends or other earnings. The returns for any strategy may be positive or negative, and past performance does not guarantee future results.

In these materials, we present "Value-Added", which is the amount in basis points by which the average annual gross composite return of each of our strategies has outperformed or underperformed the market index most commonly used by our clients to compare the performance of the relevant strategy. The market indices used to compute the value added for each of our strategies are as follows: Non-U.S. Growth Strategy—MSCI EAFE® Index; Non-U.S. Small-Cap Growth Strategy—MSCI EAFE® Small Cap Index; U.S. Mid-Cap Growth Strategy—Russell Midcap® Index; Global Opportunities Strategy—MSCI ACWI® Index; U.S. Small-Cap Strategy—Russell 2000® Index; U.S. Small-Cap Value Strategy—Russell 2000® Index; U.S. Mid-Cap Value Strategy—Russell Midcap® Index; Value Equity Strategy—Russell 1000® Index; Non-U.S. Value Strategy—MSCI EAFE® Index; Global Value Strategy—MSCI ACWI® Index; Emerging Markets Strategy—MSCI Emerging Markets Index<sup>SM</sup>.

In this document, we present information based on Morningstar, Inc., or Morningstar, ratings for series of Artisan Partners Funds, Inc. ("Artisan Funds"). The Morningstar ratings refer to the ratings by Morningstar of the share class of the respective series of Artisan Funds with the earliest inception date and are based on a 5-star scale. Morningstar data © 2012 Morningstar, Inc.; all rights reserved. Morningstar data contained herein (1) is proprietary to Morningstar and/or its content providers, (2) may not be copied or distributed; and (3) is not warranted to be accurate, complete or timely. Neither Morningstar nor its content providers are responsible for any damages or losses arising from any use of this information. For each fund with at least a three-year history, Morningstar calculates a Morningstar Rating<sup>™</sup> which is based on a Morningstar Risk-Adjusted Return measure that accounts for variation in a fund's monthly performance, including the effects of sales charges, loads, and redemption fees, placing more emphasis on downward variations and rewarding consistent performance. The top 10% of funds in each category receive 5 stars, the next 22.5% receive 4 stars, the next 35% receive 3 stars, the next 22.5% receive 2 stars and the bottom 10% receive 1 star.

## NOTES & DISCLOSURES

Ratings are based on risk-adjusted returns and are historical and do not represent future results. The Overall Morningstar Rating™ for a fund is derived from a weighted average of the performance figures associated with its three-year, five-year, and ten-year (if applicable) Morningstar Ratings metrics. The Artisan Funds, the ratings of which form the basis for the information reflected in the table on page 7, and the categories in which they are rated are: Artisan International Fund—Foreign Large Blend Funds Category; Artisan International Small Cap Fund—Foreign Small/Mid Growth Funds Category; Artisan Global Equity Fund—World Stock; Artisan Small Cap Value Fund—Small Value Funds Category; Artisan Mid Cap Value Fund—Mid-Cap Value Funds Category; Artisan Value Equity Fund—Large Value Funds Category; Artisan Mid Cap Fund—Mid-Cap Growth Funds Category; Artisan Global Opportunities Fund—World Stock; Artisan Small Cap Fund—Small Growth Funds Category; Artisan International Value Fund—Foreign Small/Mid Funds Category; Artisan Global Value Fund—World Stock; Artisan Emerging Markets Fund—Diversified Emerging Markets Funds Category. Morningstar ratings are initially given on a fund's three year track record and change monthly.

We also present information based on Lipper rankings for series of Artisan Funds. Lipper rankings are based on total return, are historical and do not represent future results. The number of funds in a category may include multiple share classes of the same fund, which may have a material impact on a fund's ranking within a category. Lipper, a Thomson Reuters company, is the owner of all trademarks and copyrights relating to Lipper rankings.

### Financial Information

Throughout these materials, we present historical information about our assets under management and our average assets under management for certain periods. We use our information management systems to track our assets under management and we believe the information in these materials regarding our assets under management is accurate in all material respects. We also present information regarding the amount of our assets under management sourced through particular distribution channels. The allocation of assets under management sourced through particular distribution channels involves estimates and the exercise of judgment. We have presented the information on our assets under management sourced by distribution channel in the way in which we prepare and use that information in the management of our business. Data sourced by distribution channel on our assets under management are not subject to our internal controls over financial reporting.

### Rounding

Any discrepancies included in these materials between totals and the sums of the amounts listed are due to rounding.

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