

☐ Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| OMB APPROVAL | |
|--|-----------|
| OMB Number: | 3235-0287 |
| Estimated average burden hours per response: | 0.5 |

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|---|---|---|
| <div>1. Name and Address of Reporting Person*</div> <div>GOTTLIEB JASON A</div> <div>(Last) (First) (Middle)</div> <div>C/O ARTISAN PARTNERS ASSET MANAGEMENT</div> <div>875 E WISCONSIN AVE, SUITE 800</div> <div>(Street)</div> <div>MILWAUKEE WI 53202</div> <div>(City) (State) (Zip)</div> | <div>2. Issuer Name and Ticker or Trading Symbol</div> <div>Artisan Partners Asset Management Inc. [APAM]</div> | <div>5. Relationship of Reporting Person(s) to Issuer (Check all applicable)</div> <div><div>Director</div><div>10% Owner</div><div>Officer (give title below)</div><div>Other (specify below)</div></div> <div>President</div> |
| | <div>3. Date of Earliest Transaction (Month/Day/Year)</div> <div>03/01/2021</div> | |
| | <div>4. If Amendment, Date of Original Filed (Month/Day/Year)</div> | |

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) | | | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|-------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Ownership (Instr. 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|--|-----------------|---|--|--|---|---|
| | | | | Code | V | | Date Exercisable | Expiration Date | | | | | |
| Performance Share Units | (1) | 03/01/2021 | | A | | 28,211 | (2) | (2) | Class A Common Stock, par value \$0.01 per share | (1) | 58,211 | D | |

Explanation of Responses:

1. Each performance share unit was granted under the Artisan Partners Asset Management Inc. 2013 Omnibus Incentive Compensation Plan and represents a contingent right to receive one share of Class A common stock, par value \$0.01 per share.
2. The performance share units vest based on continued service and performance conditions tied to relative total shareholder return and relative adjusted operating margin over a three-year performance period.

/s/Lisa A. Moran, attorney-in-
fact for Mr. Gottlieb 03/01/2021

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.