



SILVERCREST
ASSET MANAGEMENT GROUP

November 19, 2013

Dear Clients and Friends:

It is with great sadness we share with you that our Co-Founder, Chairman and Chief Executive Officer Moffett Cochran died yesterday afternoon in Connecticut. Silvercrest lost the man who had the vision, intelligence, wisdom and strength that created Silvercrest Asset Management and made it the preeminent wealth management firm it is today.

Those of us who worked with Moffett lost a dear friend and a mentor who inspired us to work hard to achieve the goals he set out over eleven years ago:

“To create, build and maintain an environment which encourages innovation and original thought and apply this fresh thinking to the needs of our clients ... and to conduct ourselves in all our dealings as highly ethical, responsible and competent professionals who always place our clients’ financial interests ahead of our own.”

But, Moffett, true to his modesty and generosity, always felt that he did not do it alone. As he told Silvercrest employees: “I could not be prouder of all of you and of what we have accomplished together. Starting from scratch over 11 years ago, we have built the premier ultra high net worth asset manager, which culminated with our successful IPO this year.”

Consistent with Moffett’s wishes, the Board of Directors appointed Rick Hough acting Chief Executive Officer of Silvercrest. Rick has worked closely with Moffett for over ten years and his appointment will ensure Silvercrest’s continuity.

To his dear wife Dupie and daughters Peyton and Lee: we want you to know that Moffett’s spirit remains with us, as it does with you, and we are committed to maintaining the very high standards he set for us.

Moffett’s vision will continue to guide us as we carry forward and build on what he created and the truly wonderful legacy he leaves us.