

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 13D
(Rule 13d-101)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT
TO § 240.13d-1(a) AND AMENDMENTS THERETO FILED PURSUANT TO
§ 240.13d-2(a)

(Amendment No.)¹

Westwood Holdings Group, Inc.
(Name of Issuer)

Common Stock, \$0.01 par value per share
(Title of Class of Securities)

961765104
(CUSIP Number)

JAMES C. PAPPAS
JCP INVESTMENT MANAGEMENT, LLC
1177 West Loop South, Suite 1320
Houston, TX 77027
(713) 333-5540

STEVE WOLOSKY
RYAN NEBEL
OLSHAN FROME WOLOSKY LLP
1325 Avenue of the Americas
New York, New York 10019
(212) 451-2300
(Name, Address and Telephone Number of Person
Authorized to Receive Notices and Communications)

April 5, 2021
(Date of Event Which Requires Filing of This Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§ 240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box .

Note: Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See § 240.13d-7 for other parties to whom copies are to be sent.

¹ The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the *Notes*).

| | | |
|---|---|---------------------------------------|
| 1 | NAME OF REPORTING PERSON JCP Investment Partnership, LP | |
| 2 | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input type="checkbox"/> | |
| 3 | SEC USE ONLY | |
| 4 | SOURCE OF FUNDS WC | |
| 5 | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) <input type="checkbox"/> | |
| 6 | CITIZENSHIP OR PLACE OF ORGANIZATION TEXAS | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | SOLE VOTING POWER 342,064 |
| | 8 | SHARED VOTING POWER - 0 - |
| | 9 | SOLE DISPOSITIVE POWER 342,064 |
| | 10 | SHARED DISPOSITIVE POWER - 0 - |
| 11 | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 342,064 | |
| 12 | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES <input type="checkbox"/> | |
| 13 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 4.1% | |
| 14 | TYPE OF REPORTING PERSON PN | |

| | | |
|---|---|-----------------------------------|
| 1 | NAME OF REPORTING PERSON JCP Asset Partnership VI, LP | |
| 2 | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input type="checkbox"/> | |
| 3 | SEC USE ONLY | |
| 4 | SOURCE OF FUNDS WC | |
| 5 | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) <input type="checkbox"/> | |
| 6 | CITIZENSHIP OR PLACE OF ORGANIZATION TEXAS | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | SOLE VOTING POWER 356,364 |
| | 8 | SHARED VOTING POWER - 0 - |
| | 9 | SOLE DISPOSITIVE POWER 356,364 |
| | 10 | SHARED DISPOSITIVE POWER - 0 - |
| 11 | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 356,364 | |
| 12 | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES <input type="checkbox"/> | |
| 13 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 4.2% | |
| 14 | TYPE OF REPORTING PERSON PN | |

| | | |
|---|---|---------------------------------------|
| 1 | NAME OF REPORTING PERSON JCP Investment Partners, LP | |
| 2 | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input type="checkbox"/> | |
| 3 | SEC USE ONLY | |
| 4 | SOURCE OF FUNDS AF | |
| 5 | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) <input type="checkbox"/> | |
| 6 | CITIZENSHIP OR PLACE OF ORGANIZATION TEXAS | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | SOLE VOTING POWER 698,428 |
| | 8 | SHARED VOTING POWER - 0 - |
| | 9 | SOLE DISPOSITIVE POWER 698,428 |
| | 10 | SHARED DISPOSITIVE POWER - 0 - |
| 11 | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 698,428 | |
| 12 | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES <input type="checkbox"/> | |
| 13 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 8.3% | |
| 14 | TYPE OF REPORTING PERSON PN | |

| | | |
|---|---|---------------------------------------|
| 1 | NAME OF REPORTING PERSON JCP Investment Holdings, LLC | |
| 2 | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input type="checkbox"/> | |
| 3 | SEC USE ONLY | |
| 4 | SOURCE OF FUNDS AF | |
| 5 | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) <input type="checkbox"/> | |
| 6 | CITIZENSHIP OR PLACE OF ORGANIZATION TEXAS | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | SOLE VOTING POWER 698,428 |
| | 8 | SHARED VOTING POWER - 0 - |
| | 9 | SOLE DISPOSITIVE POWER 698,428 |
| | 10 | SHARED DISPOSITIVE POWER - 0 - |
| 11 | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 698,428 | |
| 12 | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES <input type="checkbox"/> | |
| 13 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 8.3% | |
| 14 | TYPE OF REPORTING PERSON OO | |

| | | |
|---|---|---------------------------------------|
| 1 | NAME OF REPORTING PERSON JCP Investment Management, LLC | |
| 2 | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input type="checkbox"/> | |
| 3 | SEC USE ONLY | |
| 4 | SOURCE OF FUNDS AF, OO | |
| 5 | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) <input type="checkbox"/> | |
| 6 | CITIZENSHIP OR PLACE OF ORGANIZATION TEXAS | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | SOLE VOTING POWER 712,718 |
| | 8 | SHARED VOTING POWER - 0 - |
| | 9 | SOLE DISPOSITIVE POWER 712,718 |
| | 10 | SHARED DISPOSITIVE POWER - 0 - |
| 11 | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 712,718 | |
| 12 | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES <input type="checkbox"/> | |
| 13 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 8.5% | |
| 14 | TYPE OF REPORTING PERSON OO | |

| | | |
|---|---|---------------------------------------|
| 1 | NAME OF REPORTING PERSON James C. Pappas | |
| 2 | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input type="checkbox"/> | |
| 3 | SEC USE ONLY | |
| 4 | SOURCE OF FUNDS AF | |
| 5 | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) <input type="checkbox"/> | |
| 6 | CITIZENSHIP OR PLACE OF ORGANIZATION USA | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | SOLE VOTING POWER 712,718 |
| | 8 | SHARED VOTING POWER - 0 - |
| | 9 | SOLE DISPOSITIVE POWER 712,718 |
| | 10 | SHARED DISPOSITIVE POWER - 0 - |
| 11 | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 712,718 | |
| 12 | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES <input type="checkbox"/> | |
| 13 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 8.5% | |
| 14 | TYPE OF REPORTING PERSON IN | |

The following constitutes the Schedule 13D filed by the undersigned (the "Schedule 13D").

Item 1. Security and Issuer.

This statement relates to the common stock, \$0.01 par value per share (the "Shares"), of Westwood Holdings Group, Inc., a Delaware corporation (the "Issuer"). The address of the principal executive offices of the Issuer is 200 Crescent Court, Suite 1200, Dallas, Texas 75201.

Item 2. Identity and Background.

(a) This statement is filed by:

- (i) JCP Investment Partnership, LP, a Texas limited partnership ("JCP Partnership");
- (ii) JCP Asset Partnership VI, LP, a Texas limited partnership ("JCP Asset VI");
- (iii) JCP Investment Partners, LP, a Texas limited partnership ("JCP Partners"), which serves as the general partner of JCP Partnership and JCP Asset VI;
- (iv) JCP Investment Holdings, LLC, a Texas limited liability company ("JCP Holdings"), which serves as the general partner of JCP Partners;
- (v) JCP Investment Management, LLC, a Texas limited liability company ("JCP Management"), which serves as the investment manager of JCP Partnership, JCP Asset VI and a certain managed account (the "JCP Account"); and
- (vi) James C. Pappas, as the managing member of JCP Management and sole member of JCP Holdings.

Each of the foregoing is referred to as a "Reporting Person" and collectively as the "Reporting Persons." Each of the Reporting Persons is party to that certain Joint Filing Agreement, as further described in Item 6. Accordingly, the Reporting Persons are hereby filing a joint Schedule 13D.

(b) The address of the principal office of each of the Reporting Persons is 1177 West Loop South, Suite 1320, Houston, Texas 77027.

(c) The principal business of JCP Partnership and JCP Asset VI is investing in securities. The principal business of JCP Partners is serving as the general partner of JCP Partnership and JCP Asset VI. The principal business of JCP Holdings is serving as the general partner of JCP Partners. The principal business of JCP Management is serving as the investment manager of JCP Partnership, JCP Asset VI and the JCP Account. The principal occupation of Mr. Pappas is serving as the managing member of JCP Management and sole member of JCP Holdings.

(d) No Reporting Person has, during the last five years, been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors).

(e) No Reporting Person has, during the last five years, been party to a civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding was or is subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities laws or finding any violation with respect to such laws.

(f) JCP Partnership, JCP Asset VI, JCP Partners, JCP Holdings and JCP Management are organized under the laws of the State of Texas. Mr. Pappas is a citizen of the United States of America.

Item 3. Source and Amount of Funds or Other Consideration.

The Shares purchased by JCP Partnership and JCP Asset VI and held in the JCP Account were purchased with working capital (which may, at any given time, include margin loans made by brokerage firms in the ordinary course of business). The aggregate purchase price of the 342,064 Shares owned directly by JCP Partnership is approximately \$5,650,575, including brokerage commissions. The aggregate purchase price of the 356,364 Shares owned directly by JCP Asset VI is approximately \$5,886,798, including brokerage commissions. The aggregate purchase price of the 14,290 Shares held in the JCP Account is approximately \$236,060, including brokerage commissions.

Item 4. Purpose of Transaction.

The Reporting Persons purchased the Shares based on the Reporting Persons' belief that the Shares, when purchased, were undervalued and represented an attractive investment opportunity. Depending upon overall market conditions, other investment opportunities available to the Reporting Persons, and the availability of Shares at prices that would make the purchase or sale of Shares desirable, the Reporting Persons may endeavor to increase or decrease their position in the Issuer through, among other things, the purchase or sale of Shares on the open market or in private transactions or otherwise, on such terms and at such times as the Reporting Persons may deem advisable. The Reporting Persons intend to engage in communications with the Issuer's Board of Directors (the "Board") and management team regarding opportunities to enhance stockholder value.

No Reporting Person has any present plan or proposal which would relate to or result in any of the matters set forth in subparagraphs (a) - (j) of Item 4 of Schedule 13D except as set forth herein or such as would occur upon or in connection with completion of, or following, any of the actions discussed herein. The Reporting Persons intend to review their investment in the Issuer on a continuing basis and to communicate with the Issuer's management, Board and other interested parties about a broad range of operational and strategic matters, and may discuss a potential sale of the Issuer or certain of its businesses or assets, in which the Reporting Persons may participate, as a means of enhancing stockholder value. Depending on various factors including, without limitation, the Issuer's financial position and investment strategy, the price levels of the Shares, conditions in the securities markets and general economic and industry conditions, the Reporting Persons may in the future take such actions with respect to their investment in the Issuer as they deem appropriate including, without limitation, engaging in additional communications with management and the Board of the Issuer, engaging in discussions with stockholders of the Issuer or third parties, including potential acquirers, service providers and financing sources, about the Issuer and the Reporting Persons' investment, making proposals to the Issuer concerning changes to the capital allocation strategy, capitalization, ownership structure, including a sale of the Issuer as a whole or in parts, Board structure (including Board composition) or operations of the Issuer, purchasing additional Shares, selling some or all of their Shares, engaging in short selling of or any hedging or similar transaction with respect to the Shares, or changing their intention with respect to any and all matters referred to in Item 4.

Item 5. Interest in Securities of the Issuer.

The aggregate percentage of Shares reported owned by each person named herein is based upon 8,431,167 Shares outstanding as of March 2, 2021, which is the total number of Shares outstanding as reported in the Issuer's definitive proxy statement on Schedule 14A filed with the Securities and Exchange Commission on March 5, 2021.

A. JCP Partnership

- (a) As of the date hereof, JCP Partnership beneficially owned 342,064 Shares.

Percentage: Approximately 4.1%

- (b) 1. Sole power to vote or direct vote: 342,064
2. Shared power to vote or direct vote: 0
3. Sole power to dispose or direct the disposition: 342,064
4. Shared power to dispose or direct the disposition: 0

B. JCP Asset VI

- (a) As of the date hereof, JCP Asset VI beneficially owned 356,364 Shares.

Percentage: Approximately 4.2%

- (b) 1. Sole power to vote or direct vote: 356,364
2. Shared power to vote or direct vote: 0
3. Sole power to dispose or direct the disposition: 356,364
4. Shared power to dispose or direct the disposition: 0

C. JCP Partners

- (a) JCP Partners, as the general partner of JCP Partnership and JCP Asset VI, may be deemed the beneficial owner of the (i) 342,064 Shares owned by JCP Partnership and (ii) 356,364 Shares owned by JCP Asset VI.

Percentage: Approximately 8.3%

- (b) 1. Sole power to vote or direct vote: 698,428
2. Shared power to vote or direct vote: 0
3. Sole power to dispose or direct the disposition: 698,428
4. Shared power to dispose or direct the disposition: 0

D. JCP Holdings

- (a) JCP Holdings, as the general partner of JCP Partners, may be deemed the beneficial owner of the (i) 342,064 Shares owned by JCP Partnership and (ii) 356,364 Shares owned by JCP Asset VI.

Percentage: Approximately 8.3%

- (b)
 - 1. Sole power to vote or direct vote: 698,428
 - 2. Shared power to vote or direct vote: 0
 - 3. Sole power to dispose or direct the disposition: 698,428
 - 4. Shared power to dispose or direct the disposition: 0

E. JCP Management

- (a) As of the date hereof, 14,290 Shares were held in the JCP Account. JCP Management, as the investment manager of JCP Partnership, JCP Asset VI and the JCP Account, may be deemed the beneficial owner of the (i) 342,064 Shares owned by JCP Partnership, (ii) 356,364 Shares owned by JCP Asset VI and (iii) 14,290 Shares held in the JCP Account.

Percentage: Approximately 8.5%

- (b)
 - 1. Sole power to vote or direct vote: 712,718
 - 2. Shared power to vote or direct vote: 0
 - 3. Sole power to dispose or direct the disposition: 712,718
 - 4. Shared power to dispose or direct the disposition: 0

F. Mr. Pappas

- (a) Mr. Pappas, as the managing member of JCP Management and sole member of JCP Holdings, may be deemed the beneficial owner of the (i) 342,064 Shares owned by JCP Partnership, (ii) 356,364 Shares owned by JCP Asset VI and (iii) 14,290 Shares held in the JCP Account.

Percentage: Approximately 8.5%

- (b)
 - 1. Sole power to vote or direct vote: 712,718
 - 2. Shared power to vote or direct vote: 0
 - 3. Sole power to dispose or direct the disposition: 712,718
 - 4. Shared power to dispose or direct the disposition: 0

The filing of this Schedule 13D shall not be deemed an admission that the Reporting Persons are, for purposes of Section 13(d) of the Securities Exchange Act of 1934, as amended, the beneficial owners of any securities of the Issuer he or it does not directly own. Each of the Reporting Persons specifically disclaims beneficial ownership of the securities reported herein that he or it does not directly own.

- (c) The transactions in the Shares by the Reporting Persons during the past 60 days are set forth in Schedule A and are incorporated herein by reference. All of such transactions were effected in the open market unless otherwise noted therein.
- (d) No person other than the Reporting Persons is known to have the right to receive, or the power to direct the receipt of dividends from, or proceeds from the sale of, the Shares.
- (e) Not applicable.

Item 6. Contracts, Arrangements, Understandings or Relationships With Respect to Securities of the Issuer.

On April 15, 2021, the Reporting Persons entered into a Joint Filing Agreement in which the Reporting Persons agreed to the joint filing on behalf of each of them of statements on Schedule 13D with respect to securities of the Issuer, to the extent required by applicable law. A copy of this agreement is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

Other than as described herein, there are no contracts, arrangements, understandings or relationships among the Reporting Persons, or between the Reporting Persons and any other person, with respect to the securities of the Issuer.

Item 7. Material to be Filed as Exhibits.

99.1 Joint Filing Agreement, dated April 15, 2021.

SIGNATURES

After reasonable inquiry and to the best of his knowledge and belief, the undersigned certifies that the information set forth in this statement is true, complete and correct.

Dated: April 15, 2021

JCP Investment Partnership, LP

By: JCP Investment Management, LLC
Investment Manager

By: /s/ James C. Pappas

Name: James C. Pappas
Title: Managing Member

JCP Asset Partnership VI, LP

By: JCP Investment Management, LLC
Investment Manager

By: /s/ James C. Pappas

Name: James C. Pappas
Title: Managing Member

JCP Investment Partners, LP

By: JCP Investment Holdings, LLC
General Partner

By: /s/ James C. Pappas

Name: James C. Pappas
Title: Sole Member

JCP Investment Holdings, LLC

By: /s/ James C. Pappas

Name: James C. Pappas
Title: Sole Member

JCP Investment Management, LLC

By: /s/ James C. Pappas

Name: James C. Pappas
Title: Managing Member

/s/ James C. Pappas

James C. Pappas

SCHEDULE ATransactions in the Shares During the Past 60 Days

| <u>Shares of Common Stock Purchased</u> | <u>Price Per Share(\$)</u> | <u>Date of Purchase</u> |
|---|--------------------------------|-----------------------------|
|---|--------------------------------|-----------------------------|

JCP INVESTMENT PARTNERSHIP, LP

| | | |
|--------|---------|------------|
| 10,681 | 16.8891 | 02/16/2021 |
| 2,728 | 16.9573 | 02/17/2021 |
| 7,840 | 16.8349 | 02/18/2021 |
| 4,016 | 16.9808 | 02/19/2021 |
| 16,781 | 16.8553 | 02/22/2021 |
| 5,910 | 16.7306 | 02/23/2021 |
| 2,626 | 16.9903 | 02/24/2021 |
| 3,387 | 16.9668 | 02/25/2021 |
| 5,218 | 17.3065 | 02/26/2021 |
| 6,913 | 17.5155 | 03/01/2021 |
| 6,894 | 17.4021 | 03/02/2021 |
| 2,276 | 17.4090 | 03/03/2021 |
| 9,571 | 17.8681 | 03/04/2021 |
| 336 | 17.9486 | 03/05/2021 |
| 3,592 | 17.8950 | 03/10/2021 |
| 3,219 | 18.4201 | 03/11/2021 |
| 23,996 | 18.4957 | 03/12/2021 |
| 11,998 | 18.1999 | 03/15/2021 |
| 77,260 | 15.8000 | 04/05/2021 |
| 8,397 | 16.0112 | 04/06/2021 |
| 11,689 | 16.0600 | 04/07/2021 |
| 21,592 | 16.7286 | 04/08/2021 |
| 16,793 | 17.5452 | 04/09/2021 |
| 11,520 | 17.5138 | 04/12/2021 |
| 4,798 | 17.0321 | 04/13/2021 |
| 6,669 | 16.4007 | 04/15/2021 |

JCP ASSET PARTNERSHIP VI, LP

| | | |
|--------|---------|------------|
| 11,119 | 16.8891 | 02/16/2021 |
| 2,840 | 16.9573 | 02/17/2021 |
| 8,163 | 16.8349 | 02/18/2021 |
| 4,182 | 16.9808 | 02/19/2021 |
| 17,473 | 16.8553 | 02/22/2021 |
| 6,154 | 16.7306 | 02/23/2021 |
| 2,735 | 16.9903 | 02/24/2021 |
| 3,527 | 16.9668 | 02/25/2021 |
| 5,434 | 17.3065 | 02/26/2021 |
| 7,200 | 17.5155 | 03/01/2021 |
| 7,180 | 17.4021 | 03/02/2021 |
| 2,371 | 17.4090 | 03/03/2021 |
| 9,970 | 17.8681 | 03/04/2021 |
| 350 | 17.9486 | 03/05/2021 |
| 3,742 | 17.8950 | 03/10/2021 |
| 3,355 | 18.4201 | 03/11/2021 |
| 25,000 | 18.4957 | 03/12/2021 |
| 12,500 | 18.1999 | 03/15/2021 |
| 80,500 | 15.8000 | 04/05/2021 |
| 8,750 | 16.0112 | 04/06/2021 |
| 12,181 | 16.0600 | 04/07/2021 |
| 22,500 | 16.7286 | 04/08/2021 |
| 17,500 | 17.5452 | 04/09/2021 |
| 12,006 | 17.5138 | 04/12/2021 |
| 5,000 | 17.0321 | 04/13/2021 |
| 6,950 | 16.4007 | 04/15/2021 |

JCP INVESTMENT MANAGEMENT, LLC
(Through the JCP Account)

| | | |
|-------|---------|------------|
| 438 | 16.8891 | 02/16/2021 |
| 111 | 16.9573 | 02/17/2021 |
| 323 | 16.8349 | 02/18/2021 |
| 166 | 16.9808 | 02/19/2021 |
| 692 | 16.8553 | 02/22/2021 |
| 244 | 16.7306 | 02/23/2021 |
| 109 | 16.9903 | 02/24/2021 |
| 140 | 16.9668 | 02/25/2021 |
| 216 | 17.3065 | 02/26/2021 |
| 286 | 17.5155 | 03/01/2021 |
| 286 | 17.4021 | 03/02/2021 |
| 94 | 17.4090 | 03/03/2021 |
| 398 | 17.8681 | 03/04/2021 |
| 14 | 17.9486 | 03/05/2021 |
| 150 | 17.8950 | 03/10/2021 |
| 135 | 18.4201 | 03/11/2021 |
| 1,004 | 18.4957 | 03/12/2021 |
| 502 | 18.1999 | 03/15/2021 |
| 3,240 | 15.8000 | 04/05/2021 |
| 353 | 16.0112 | 04/06/2021 |
| 491 | 16.0600 | 04/07/2021 |
| 908 | 16.7286 | 04/08/2021 |
| 707 | 17.5452 | 04/09/2021 |
| 485 | 17.5138 | 04/12/2021 |
| 202 | 17.0321 | 04/13/2021 |
| 281 | 16.4007 | 04/15/2021 |

JOINT FILING AGREEMENT

In accordance with Rule 13d-1(k)(1)(iii) under the Securities Exchange Act of 1934, as amended, the persons named below agree to the joint filing on behalf of each of them of a Statement on Schedule 13D (including additional amendments thereto) with respect to the shares of common stock, \$0.01 par value, of Westwood Holdings Group, Inc., a Delaware corporation. This Joint Filing Agreement shall be filed as an Exhibit to such Statement.

Dated: April 15, 2021

JCP Investment Partnership, LP

By: JCP Investment Management, LLC
Investment Manager

By: /s/ James C. Pappas
Name: James C. Pappas
Title: Managing Member

JCP Asset Partnership VI, LP

By: JCP Investment Management, LLC
Investment Manager

By: /s/ James C. Pappas
Name: James C. Pappas
Title: Managing Member

JCP Investment Partners, LP

By: JCP Investment Holdings, LLC
General Partner

By: /s/ James C. Pappas
Name: James C. Pappas
Title: Sole Member

JCP Investment Holdings, LLC

By: /s/ James C. Pappas
Name: James C. Pappas
Title: Sole Member

JCP Investment Management, LLC

By: /s/ James C. Pappas

Name: James C. Pappas
Title: Managing Member

/s/ James C. Pappas

James C. Pappas