



Brady Corporation

F'19 Annual Shareholders' Meeting

November 20, 2019



Forward-Looking Statements

In this presentation, statements that are not reported financial results or other historic information are “forward-looking statements.” These forward-looking statements relate to, among other things, the Company’s future financial position, business strategy, targets, projected sales, costs, earnings, capital expenditures, debt levels and cash flows, and plans and objectives of management for future operations.

The use of words such as “may,” “will,” “expect,” “intend,” “estimate,” “anticipate,” “believe,” “should,” “project” or “plan” or similar terminology are generally intended to identify forward-looking statements. These forward-looking statements by their nature address matters that are, to different degrees, uncertain and are subject to risks, assumptions, and other factors, some of which are beyond Brady’s control, that could cause actual results to differ materially from those expressed or implied by such forward-looking statements. For Brady, uncertainties arise from: our ability to compete effectively or to successfully execute our strategy; Brady’s ability to develop technologically advanced products that meet customer demands; difficulties in protecting our websites, networks, and systems against security breaches; decreased demand for our products; raw material and other cost increases; extensive regulations by U.S. and non-U.S. governmental and self-regulatory entities; risks associated with the loss of key employees; divestitures and contingent liabilities from divestitures; Brady’s ability to properly identify, integrate, and grow acquired companies; litigation, including product liability claims; foreign currency fluctuations; the impact of the Tax Reform Act and any other changes in tax legislation and tax rates; potential write-offs of Brady’s substantial intangible assets; differing interests of voting and non-voting shareholders; numerous other matters of national, regional and global scale, including those of a political, economic, business, competitive, and regulatory nature contained from time to time in Brady’s U.S. Securities and Exchange Commission filings, including, but not limited to, those factors listed in the “Risk Factors” section within Item 1A of Part I of Brady’s Form 10-K for the year ended July 31, 2019.

These uncertainties may cause Brady’s actual future results to be materially different than those expressed in its forward-looking statements. Brady does not undertake to update its forward-looking statements except as required by law.

Agenda

- Election of Board of Directors
- President's Report
- Questions and Answers

Election of the Board of Directors



**Patrick W.
Allender**

*Executive Vice President
and Chief Financial Officer
(ret.), Danaher Corp.*



**Gary S.
Balkema**

*President, (ret.), Bayer
Healthcare LLC and
Worldwide Consumer Care
Division*



**David S.
Bem**

*Vice President,
Science and
Technology and Chief
Technology Officer,
PPG*



**Dr. Elizabeth P.
Bruno**

*Ph.D., President, Brady
Education Foundation*



**Nancy Lee
Gioia**

*Director, Global
Connectivity, Electrical
and User Experience
(ret.),
Ford Motor Company*



**Conrad G.
Goodkind**

*Partner (ret.),
Quarles & Brady LLP*



**Dr. Frank W.
Harris**

*President and CEO,
Akron Polymer
Systems*



**J. Michael
Nauman**

*President and CEO,
Brady Corporation*



**Bradley C.
Richardson**

*Executive Vice
President and CFO,
PolyOne
Corporation*



**Dr. Michelle E.
Williams**

*Global Group
President, Altuglas
International*

Election of the Board Of Directors

Shareholders of 100% of the Class B Common Voting Stock vote in favor of the election of the director nominees and they are therefore elected to a one-year term.

President's Report

J. Michael Nauman

President and Chief Executive Officer

Better Every Day





Strategic Vision Statement

Brady will strive to be the expert in safety, identification, and compliance in a diverse range of workplaces. We will possess deep expertise and knowledge in our industries, resulting in trusted partnerships with our customers.

We will provide market leading, **innovative**, high-performance product solutions delivered via world class custom manufacturing capabilities.

WHERE WE ARE



Achieved our sixteenth consecutive quarter of earnings growth.



\$162 million in operating cash generation.



Gross profit margins have been strong and SG&A has been trending down.



Increased operational capacity has helped us identify new business opportunities, while new equipment has delivered efficiencies through automation.



Increased investment in R&D has resulted in a strong new product pipeline and a faster time to market for new products.



Employees engaged and aware of company vision.

Recap of F'19: Advances in automation and printing



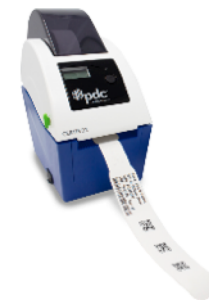
Wraprator A6500 Wrap Printer Applicator

This newly released automated system brings Brady's legacy in wire marking to the age of automation, and improves efficiency and quality for customers while reducing repetitive motion injuries.



BradyPrinter M611 Mobile Printer with Brady Express Labels

Electrical and datacomm installers can access label files from anywhere in the field using the cloud, simplifying the labeling process.



PDC thermal printers

A new line of printers designed for healthcare to reliably print to Brady's own identification wristbands and labels. This ensures patient safety, reduces potential errors and fills an unmet need in hospital settings.

Recap of F'19: Innovating for a better world



Water dissolvable labels

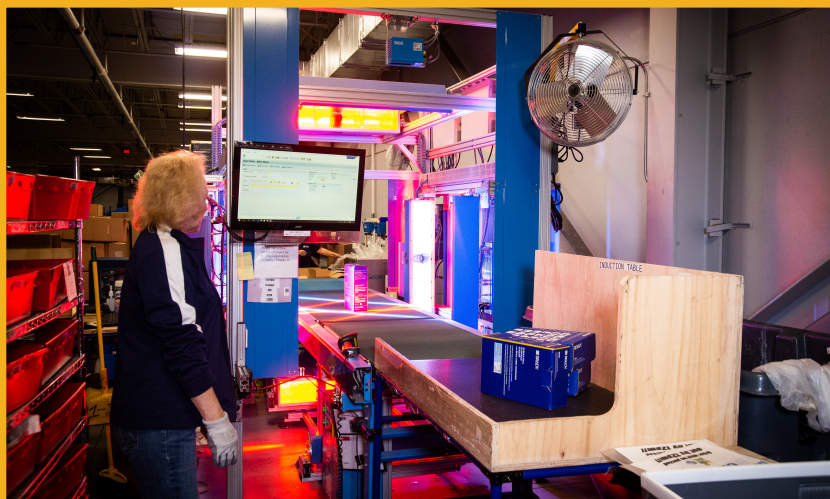
Labels in medical labs come off in seconds and with less water, leaving no adhesive residue, so lab workers can spend more time on their work.



Inspection timers

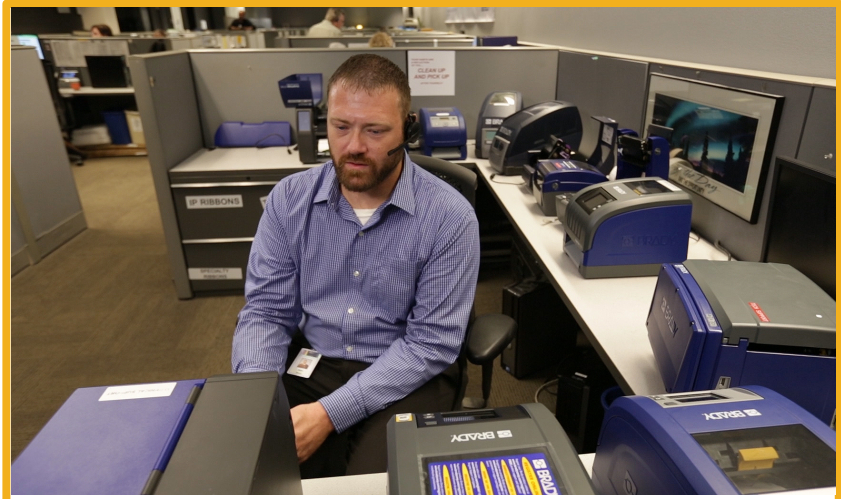
Inspection timers provide a visual indicator to let workers know when safety equipment like first aid kits or fire extinguishers need to be checked.

Recap of F'19: Improving our work processes



Factories of the future

Adding digital presses, voice-directed picking and other technologies has helped accelerate productivity and reduce errors in our factories around the world.



Improved customer service

With upgraded phone and credit card processing systems and the addition of online chat features, we've reduced quote turnaround time and have better visibility to customer requests.

OUR CONTINUED FOCUS: F'20



Product Innovation



Operational Excellence



Service Excellence



Employee Engagement



Process Improvement



Competitor Intelligence

Questions

Thank You

Investor Relations

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See our web site at
www.investor.bradycorp.com

