



Brady Corporation

F'21 Annual Shareholders' Meeting

November 17, 2021



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,” “continue” 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: adverse impacts of the novel coronavirus (“COVID-19”) pandemic or other pandemics; decreased demand for our products; our ability to compete effectively or to successfully execute our strategy; Brady’s ability to develop technologically advanced products that meet customer demands; Brady’s ability to properly identify, integrate, and grow acquired companies, and to manage contingent liabilities from divested businesses; raw material and other cost increases including raw material shortages; difficulties in protecting our websites, networks, and systems against security breaches; risks associated with the loss of key employees; extensive regulations by U.S. and non-U.S. governmental and self-regulatory entities; litigation, including product liability claims; foreign currency fluctuations; potential write-offs of goodwill and other intangible assets; changes in tax legislation and tax rates; differing interests of voting and non-voting shareholders; numerous other matters of national, regional and global scale, including major public health crises and government responses thereto and 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, 2021.

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 the 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.*



**Dr. 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*



**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
(ret.),
Avient Corporation*



**Dr. Michelle E.
Williams**

*Global Group
President (ret.),
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

Strategic Vision

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

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



Charging Ahead

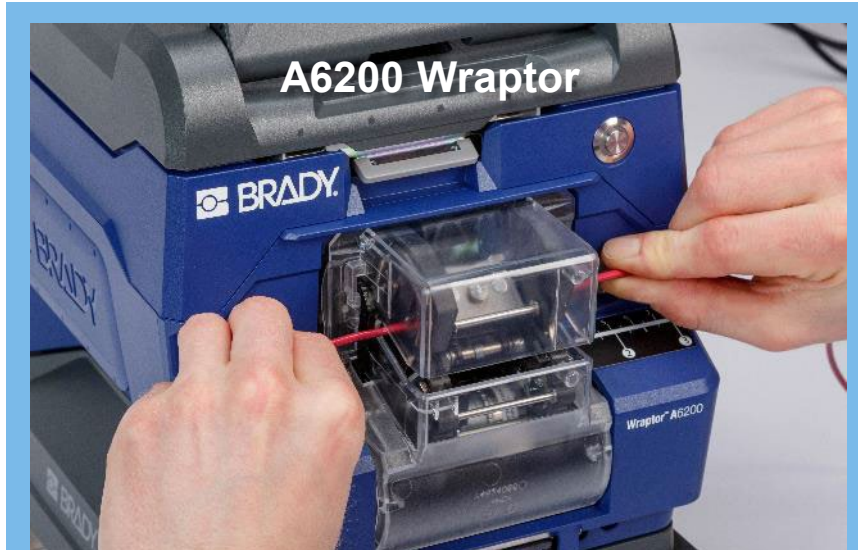
Factories for the future



Vertical expansion



Commitment to Innovation



code



Handheld and hands-free barcode scanners



Barcode technology scanning

nordic id



Handheld Readers



RFID Enhancements



RFID Fixed Readers



RFID Reader Modules

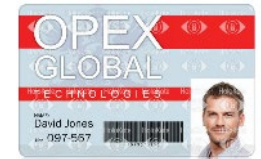


RFID Antennas

MAGiCARD



Small office printers



Visual security water marks and smart cards



Dual sided ID card printer



Leading edge security features



ID design software

Living our Values



Questions

Brady Contact:

Ann Thornton
Investor Relations
414-438-6887

Ann_Thornton@bradycorp.com

See our website at
www.bradycorp.com

