



Brady Corporation

F'20 Annual Shareholders' Meeting

November 18, 2020



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; raw material and other cost increases; difficulties in protecting our websites, networks, and systems against security breaches; 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; potential write-offs of Brady’s 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 issues 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, 2020.

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.

- 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.



Gary S. Balkema

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



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



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 (ret.), Avient 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



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.

Supplying the World with the Products it Needs



STOP THE SPREAD OF
CORONAVIRUS (COVID-19)



PLEASE WASH
HANDS FOR
20 SECONDS



THANK YOU FOR PRACTICING
PHYSICAL DISTANCING



BRADY BradyCanada.ca

Meeting Ongoing Industry Demands



A5500 Flag Printer Applicator

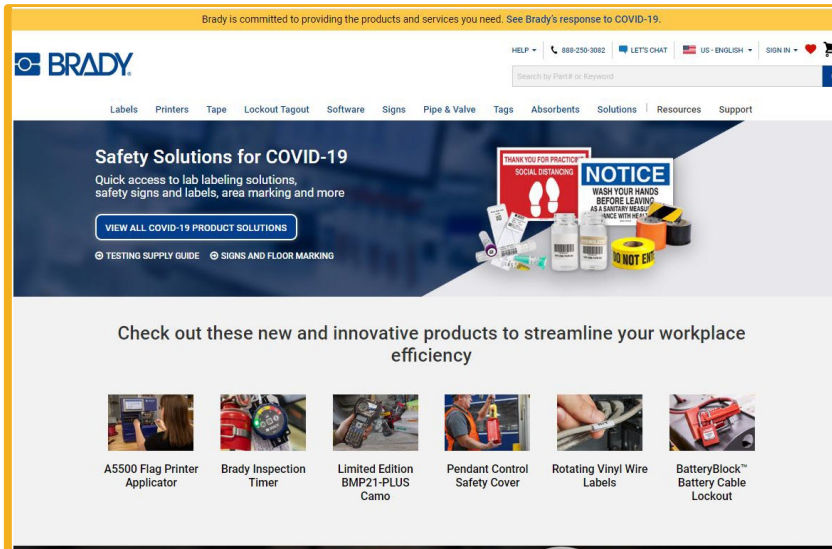
Expands opportunities in target markets like data centers and wire harness shops, converting multiple competitive accounts to Brady.



BradyGrip Print-On Hook Material

Partnership with the well-known Velcro® brand helps datacom technicians and IT professionals organize and bundle cables.

Enhanced Digital Experience



Solution-Focused Websites

Hundreds of new products added to websites within days, and new digital tools deployed to improve the customer search experience.



Targeted Email Campaigns

Highly targeted email campaigns. Getting relevant products in front of new customers.



Commitment to Diversity

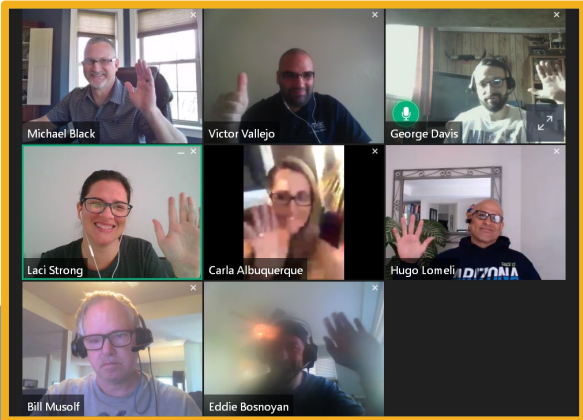
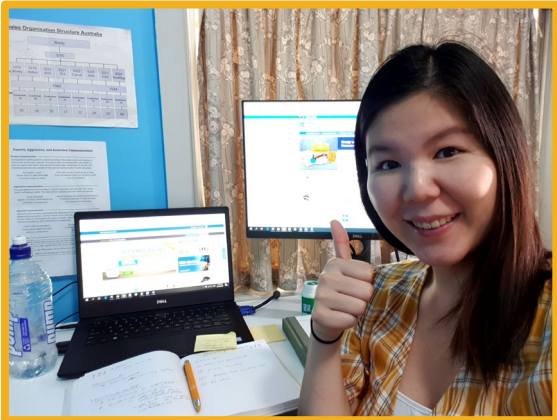
Organizations working on racial equity like PEARLS for Teen Girls are long-time partners of the Brady Foundation.



Sustainable Factories

Solar panels on our PDC facility in Port Orange, Florida power the plant and supply energy to neighboring buildings.

Pulling Together for a Strong Future



Questions

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See our website at
www.bradycorp.com

