

MESSAGE FROM OUR CEO

It is with great pleasure that I share Brady Corporation's inaugural Environmental, Social and Governance ("ESG") Report. For over 100 years, Brady has conducted business following one of our seven core values: Win the Right Way. This principle guides all aspects of our work. Whether for our customers, our employees, our shareholders or the communities where we operate, Brady prioritizes making responsible choices that create a positive and lasting impact in the world. Although this is Brady's first ESG report, our commitment to corporate social responsibility is deeply rooted in our history.

We pride ourselves on being an international manufacturer of complete solutions that identify and protect people, products and places. As a global company, Brady's products increase workplace safety and productivity for our customers around the world. In particular, I am extremely proud of our teams for rapidly re-purposing existing products and introducing new custom COVID-19 related products which helped slow the spread of the COVID-19 coronavirus. Our teams created social distancing floor markings, drinking fountain safety covers, custom-designed COVID-19 signs and many other new products to help schools, businesses, and restaurants to safely re-open. Our products help customers increase safety, security, productivity and performance.

We value a culture that cultivates growth opportunities for every employee. Our employees are the backbone of our organization. It is critical that we provide a safe working environment and an inclusive culture where every employee's background, ideas and perspectives are embraced. In addition, we have the responsibility to give back to our local communities. Brady is located in 32 different countries globally. Brady has been and will continue to be committed to giving back to local organizations that share our values.

Within the following pages, we provide some highlights of our current ESG initiatives. You will learn more about the environmental initiatives at a local level with projects such as planting trees near all of our operations, as well as at a global level, focusing on energy and waste reduction. You will see that we have taken to heart the need to cultivate a diverse workforce through intentional hiring practices along with the creation of an inclusive work environment with our employee resource groups. We donated \$802,000 to organizations that share our corporate values and mean the most to our employees. You will also find information on the Company's strong governance practices including our Board of Directors' structure and the Company's Code of Ethics. Finally, you'll see our steadfast commitment to operating Brady with the utmost integrity.





We acknowledge there is more to do, and the work won't simply stop when we achieve the goals we have set for ourselves. There will always be new expectations and challenges, and we look forward to tackling each one together as a team.

Whether you're a customer, a supplier, an investor, a potential or current employee or a member of the community, when reading this inaugural ESG report, I hope that you'll see how deeply committed Brady is to helping make the world a better, safer place.

Regards,

Russell R. Shaller
President and CEO