



2024 SUSTAINABILITY REPORT

Brady Corporation



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Cover photo features Brady
PDC employees in Europe



ABOUT THIS REPORT

The Brady Corporation (“Brady” or “Company”) 2024 Sustainability Report is presented as of July 31, 2024 and covers the Fiscal Year (FY) 2024 period from August 1, 2023 to July 31, 2024, except where noted. This report follows the Global Reporting Initiative (“GRI”) sustainability and reporting framework.

This report contains forward-looking statements. Forward-looking statements will give current expectations or forecasts of future events and are not guarantees of future performance. They are based on management's expectation and involve a number of business risks and uncertainties, any of which could cause actual results to differ materially from those expressed in, or implied by, the forward-looking statement. Some of these risks and uncertainties can be found in the Company's filings with the Securities and Exchange Commission. While Brady believes all information in this report is accurate, such information is made without any warranty or guarantee and shall establish no legal duty on the part of Brady Corporation or its affiliates. Environmental metrics are based on available data and are often made in reliance on third-party supplier information.

MESSAGE FROM OUR CEO



From Russell Shaller:

At Brady, we are focused on helping to make the world a safer, more productive place. From our products to our people, I am proud of the contributions we've made towards achieving this purpose. Over the last several years, we have worked hard to develop a culture of sustainability that has become central to everything we do. These behaviors are rooted in our values and have been embraced by our employees around the world.

► A strong foundation with endless opportunities

2024 marks Brady's 110th year. We would not be the company we are today if we were not always innovating to meet the needs of a changing world. That's why we are continuing to invest heavily in R&D. In fact, FY24 was a record year in R&D spending for us. Our expertise - and enthusiasm - including in new technologies, bio-based materials, and other environmentally friendly solutions will continue to differentiate us.

► A strong foundation for success

None of this can happen without the 5,700 people who make Brady the company that it is. We are committed to attracting and retaining the best talent who will grow with us, and to ensuring that a diverse range of voices all have the opportunity to be represented and heard.

In particular, I am incredibly proud of Brady's leadership in gender diversity, from the Board of Directors level all the way throughout the organization. Women are historically underrepresented in manufacturing companies, but our global gender representation is 43% female, with 36% of all management roles filled by women.

► Commitment to reducing greenhouse gas emissions

Last year we introduced seven key focus areas that were the result of a materiality assessment conducted in FY23. This year, I'm excited to share our commitment to reducing Scope 1 and Scope 2 greenhouse gas emissions by 35% by 2030. We are making strides to leverage alternative energy sources and improve our energy efficiency at sites worldwide.

► Stability in our governance

At Brady, we act with honesty and integrity, and take accountability for our actions and results. We are committed to operating in a socially, sustainable, and ethically responsible way that creates a sense of pride within Brady and our communities. Brady's governance structure is independent and responsive to the interests of our shareholders. Their oversight extends to our sustainability efforts, with Dr. Michelle Williams serving as the board's ESG Liaison. Our Code of Ethics is the foundation of our global commitment to ethical and legal requirements, and is reviewed annually by the Board of Directors. An annual ethics training on the Code is required to be completed by all employees.

Thank you for your interest in Brady and our sustainability efforts. I am proud of what our team has accomplished, and encouraged seeing how these efforts are being embraced throughout the company.

ABOUT BRADY

OUR PURPOSE

**Brady helps
make the world
a safer, more
productive place**

OUR VALUES



Results-Driven

We are focused on delivering results. We value agility, speed, and the ability to know where to invest our time and energy — and even more importantly — where we shouldn't. We operate with an ownership mindset, making decisions based on the current and future success of our company.



Innovative

We thrive by innovating — both in our products and how we work. We encourage a culture that asks “Why does this matter?” and “What if?”. We are curious, take calculated risks and constantly seek better solutions.



Team

We like to challenge ourselves and have fun. We are united in working toward a shared purpose. We win by attracting, developing and retaining the best people.



Inclusive

We are a global company made up of individual voices, backgrounds and experiences that make us One Brady. We value unique input from all stakeholders — including the people we're lucky enough to call our customers.



Integrity

We act with honesty and integrity, and take accountability for our actions and results. We are committed to operating in a socially, sustainable, and ethically responsible way that creates a sense of pride within Brady and our communities.

“When a company's values are deeply ingrained, they create a positive and collaborative work atmosphere, ensuring that everyone is working towards common objectives that support the company's long-term success. I've been at Brady for 14 years, and every day has been wonderful. A big part of that is due to Brady's values. They're like fuel to do better every day. They provide the strength to collaborate and promote teamwork, creativity and drive us to deliver high quality work.”



MONIKA RANA

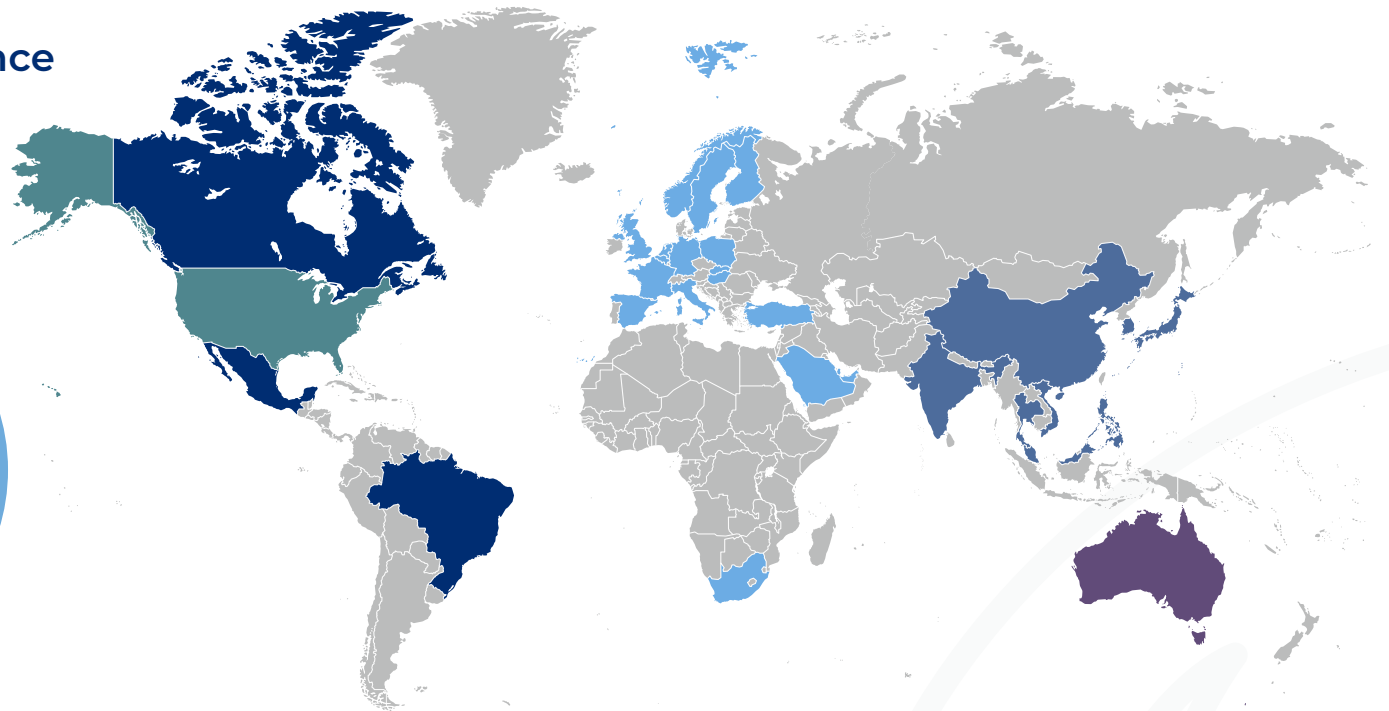
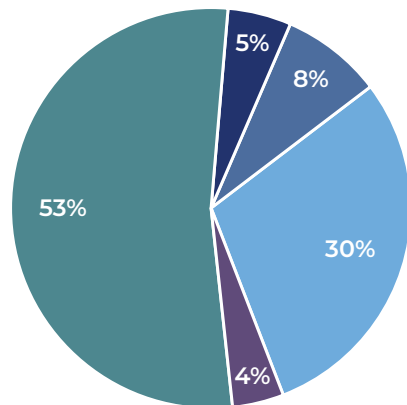
Assistant Manager, Trade/Product
Compliance and Indirect Procurement
Bangalore, India

FY24 AT A GLANCE



► Geographical Presence

FY24 Sales by Region
(72 facilities in 32 countries)



U.S.A.	Rest of Americas	Asia	Europe, Middle East & Africa	Australia
World Headquarters	Brazil, Canada, Mexico	China, India, Japan, Malaysia, South Korea, Singapore, Thailand, Vietnam	Belgium, Denmark, Finland, France, Germany, Hungary, Italy, Netherlands, Norway, Poland, Qatar, Saudi Arabia, Slovakia, South Africa, Spain, Sweden, Turkey, UAE, U.K.	



38

Manufacturing
and Distribution
Facilities



\$68M

R&D Spend

\$445M

Europe & Australia Sales



\$248M

Operating Income

\$886M

America & Asia Sales

\$4.07

Class A Diluted EPS



\$197M

Net Income

Brady makes products that make the world a safer and smarter place.

We are a global leader in safety, identification and compliance solutions for a diverse range of workplaces. From the depths of the ocean to outer space, from the factory floor to the delivery room — **we're just about everywhere you look.**

We are an expert manufacturer with the experience, niche know-how and global capabilities to help our customers get the job done.

Proud of our deep technical expertise

Brady's innovative solutions are the result of expert engineers and scientists with deep knowledge across a variety of disciplines. We consistently deliver high-performing products and solutions thanks to a global R&D team who have expertise in everything from polymer science to RFID technologies. Our mechanical, electrical, software and firmware engineers, along with our chemists and chemical engineers have the experience, know-how and global capabilities to design products for mission critical applications.





“ Sustainability is important to us because sustainability is important to our customers! Our job is to meet and exceed our customers' expectations when we're developing a new product, and that includes the materials that we use. We are continuously researching new materials from new suppliers, and assessing if these can be a fit for our products. By knowing what's possible, we can better answer our customers' questions and meet their needs, whether that's recycled content, bio-based materials, or compostable solutions. ”



JON DABLE

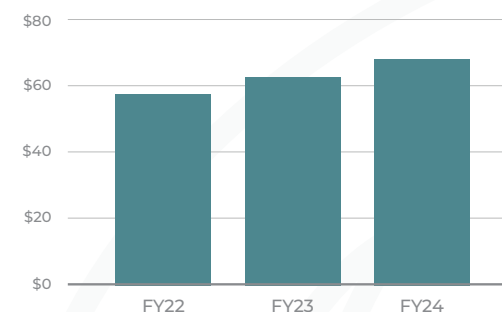
R&D Materials Manager
Glendale, Wisconsin

PRODUCT DESIGN AND INNOVATION

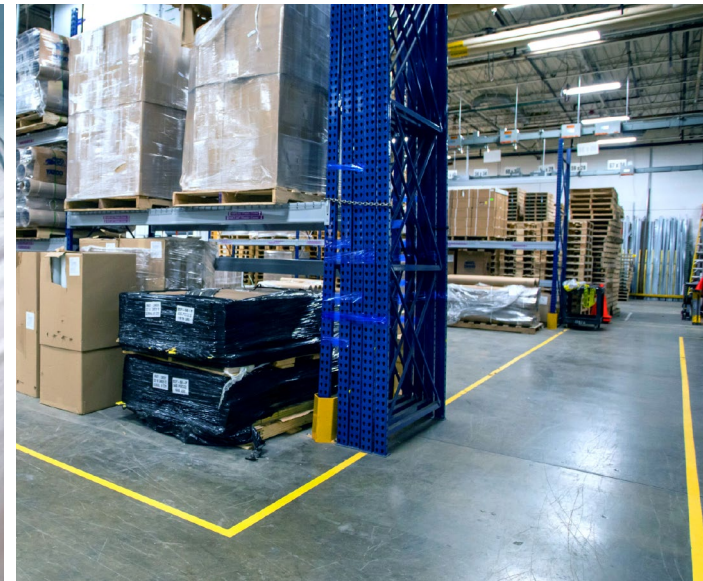
Brady focuses its R&D efforts on a variety of track and trace applications, pressure-sensitive materials, identification and printing systems, software and the development of other workplace safety related products. The majority of Brady's R&D spend supports our identification products. Material development involves the application of surface chemistry concepts for top coatings and adhesives applied to a variety of base materials. The design of our identification and printing systems integrates materials, embedded software, a variety of printing technologies and product scanning and identification technologies to form a complete solution for customer applications. In addition, the R&D team supports production and marketing efforts by providing application and technical expertise.

For every new development product, Brady evaluates opportunities to implement sustainable aspects without compromising the integrity of the product. All aspects of the product are evaluated, including manufacturing, design, packaging, sourcing, raw materials and waste, both industrial and consumer. As the product progresses through the development process, these evaluations are reviewed for additional opportunities.

R&D SPEND (IN MILLIONS)



▶ **Brady's annual R&D spend continues to increase, with FY24 setting a record in Brady R&D spending.**



PRODUCTS WITH A PURPOSE

We pride ourselves in helping make a safer, more productive world. From keeping manufacturing facilities running safely using our signage and wayfinding solutions, identifying newborn babies in a hospital, or identifying the many components that make up a solar farm, our products make a positive impact around the world.

SAFETY SERVICES

One way that Brady works to make the world a safer place is by partnering with our customers to provide safety services using our industry-trusted knowledge in lockout tagout, arc flash and confined space. Our field engineers help to identify potential safety gaps and help our customers create world-class safety programs in a variety of environments. In FY24, Brady performed:

- ▶ 688 safety services
- ▶ 121 trainings
 - 58 Lockout Tagout trainings
 - 59 Qualified Electrical Worker trainings
 - 4 confined space trainings
- ▶ 121 arc flash risk assessments
- ▶ 382 Lockout Tagout procedure writing projects, which included creating approximately 56,000 Lockout Tagout procedures



SUSTAINABILITY PHILOSOPHY

Brady's sustainability philosophy is grounded in delivering high-performance products and services while reducing our environmental impact, being dedicated to our employees and communities and ensuring business is conducted in a sound manner. This philosophy rests on four core tenets, which guide us in integrating sustainability considerations into all aspects of our operations. We proactively manage risks and identify opportunities to create value through effective sustainability management. These tenets form the foundation of our dedication to sustainability and are inseparable from our identity, actions, and environmental stewardship.



People

Brady is dedicated to building a more equitable, diverse and inclusive community, and strives to respect the cultures, customs and values of all individuals and groups. Brady recognizes that we have the responsibility to promote and protect human rights. We pride ourselves on preserving and protecting people's health, safety, and well being.



Planet

We are focused on reducing the environmental impact on the planet and within communities. By operating sustainably and pursuing efficiencies, we can reduce our environmental footprint.



Product

Brady will continue to innovate high performance products and services for our customers that provide solutions for their sustainability initiatives.



Governance

Brady's commitment to transparency and integrity is foundational to all that we do. We prioritize ethical conduct in every aspect of our business.

MATERIALITY ASSESSMENT

Our strategy continues to be defined by the topics that we identified. In FY23, Brady commissioned an independent global consultant to conduct a materiality assessment. The assessment included interviews with multiple internal and external stakeholders, extensive research of peer companies and a thorough evaluation of what we consider relevant to Brady's business. The following seven topics continue to be the basis for how we prioritize sustainability efforts at Brady:



► Energy and Waste Usage



► Diversity, Equity, and Inclusion



► Product Sourcing and Supply Chain Management



► Product Design and Innovation



► Employee Attraction, Engagement, and Retention



► Employee Health and Safety



► Business Ethics and Integrity

Each topic is championed by an executive leader, who is responsible for defining goals and executing initiatives within these areas.



ENVIRONMENTAL SUSTAINABILITY





ENVIRONMENTAL SUSTAINABILITY

Brady has a responsibility to be a good steward of the environment, no matter where we are in the world. Our environmental priorities are focused where we know we can make the greatest impact, help the environment, and where it makes good business sense. Internally, we are focused on making our operations more environmentally-friendly by focusing on greenhouse gas reduction. Externally, we are integrating sustainability measures in our product development process, and helping our customers with their own environmental and safety needs.

POWERING INNOVATION

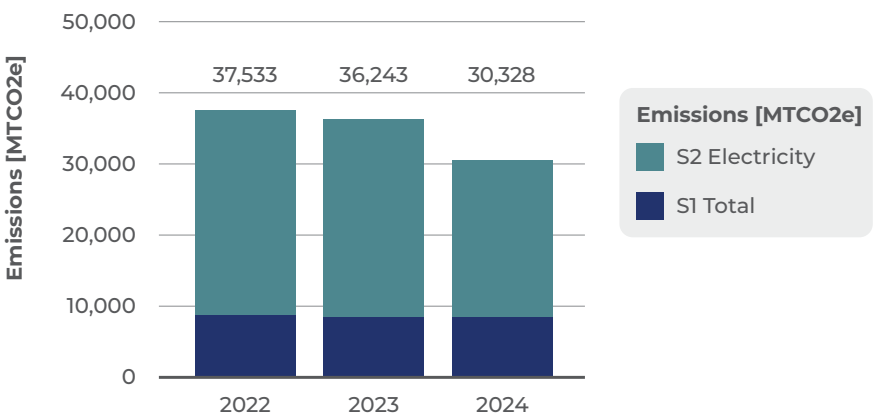
Carbon Reduction

Brady has reaffirmed its commitment to sustainability and environmental stewardship by setting an ambitious target to **reduce both direct (Scope 1) and indirect (Scope 2) greenhouse gas emissions by 35% by 2030**. This goal reflects our dedication to minimizing our environmental footprint and contributing to a more sustainable future.

► CARBON INTENSITY (GHG EMISSIONS / NET SALES):

2022	2023	2024
2.9%	2.7%	2.3%

► FY22 - FY24 ANNUAL EMISSIONS



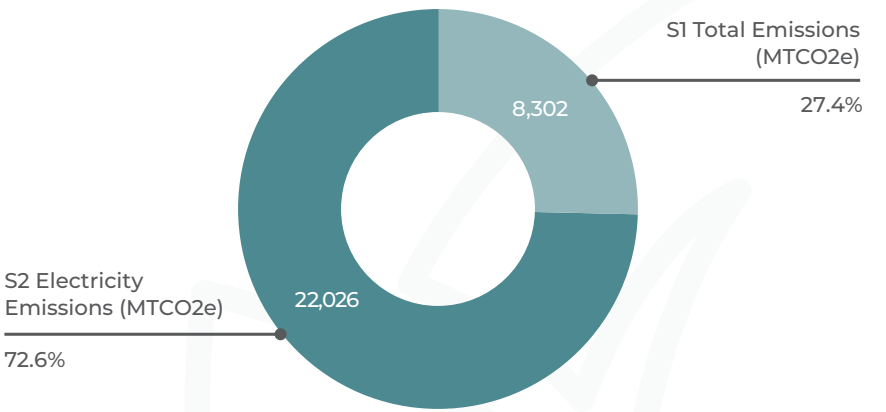
Disclaimer: Our greenhouse gas emissions data follows the GHG Protocol. Brady adjusts base year and other years' data if data collection methods change or data errors are identified. MTCO2e refers to metric tons CO₂ equivalent | Emission factors sources: EPA eGRID (US), Canada.ca (Canada), Joint Research Data Centre (Europe), IEA 2023 (others)

“ As both a distributor and manufacturer, it is important that Brady realizes its impact on the environment. By establishing a Director of Global Compliance and Sustainability position, Brady championed sustainability at a global level, and this commitment is now reflected in initiatives across all regions. For example, in Europe, we have a team who will be training our colleagues on climate awareness and climate change, and the direct consequences on our environment. Awareness plays a big part in driving your personal and professional decisions with respect to the environment. This is an essential step in our sustainability strategy that we can be proud of!



VIRGINIE LECLUYSE
Facilities Manager
Roncq, France

► FY24 TOTAL EMISSIONS BY SOURCE



Renewable Energy

Sustainable features like solar panels are important elements of any new building that Brady moves into. To support our effort to reduce greenhouse gas emissions, Brady uses renewable energy at the following manufacturing facilities:

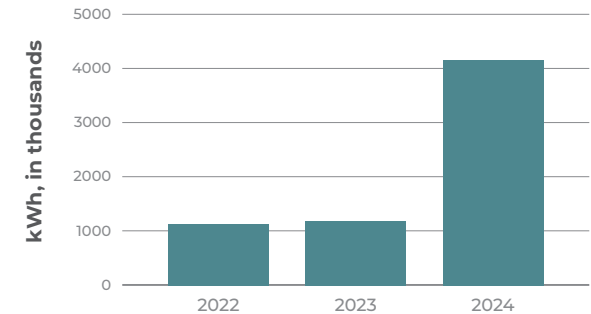
- ▶ Buffalo, New York, US
- ▶ Egelsbach, Germany
- ▶ Milwaukee, Wisconsin, US (Headquarters)
- ▶ New Delhi, India
- ▶ Port Orange, Florida, US
- ▶ Randburg, South Africa
- ▶ Roncq, France
- ▶ Perth, Australia

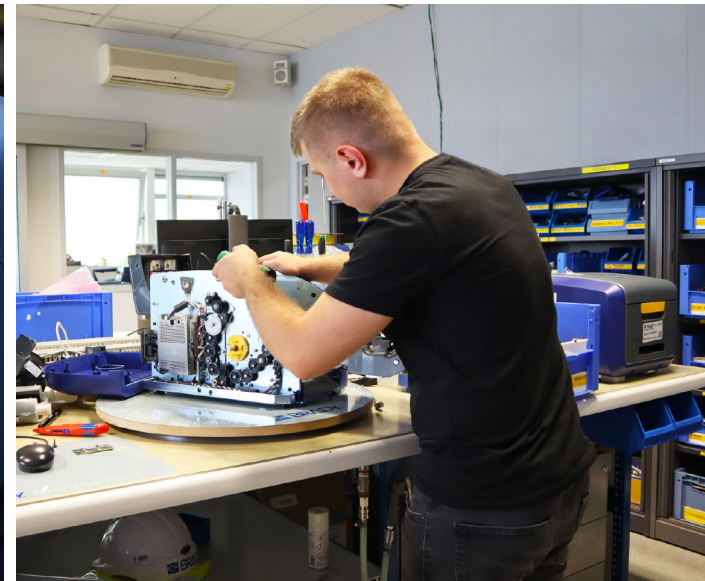


Milwaukee, Wisconsin, US: Brady Corporation proudly partners with WE Energies' Energy for Tomorrow program to power our Milwaukee headquarters with renewable energy. This collaboration significantly reduces our carbon footprint and reliance on fossil fuels, supporting our ongoing efforts towards greater sustainability.

New Delhi, India: This year marked the successful installation of solar panels on our New Delhi facility's roof. This renewable energy source now powers the plant's machinery, contributing to a more sustainable operation.

RENEWABLE ENERGY GENERATED





CIRCULARITY IN OUR SOLUTIONS

Extending Product Lifespans

Brady is known for our highly durable products, and extending the lifespan of our printers is a key part of that commitment. Our regional service centers across North America and Europe provide essential technical services—upgrades, maintenance, and repairs—for a wide range of our benchtop and portable printers. In the last fiscal year, these dedicated teams completed a significant amount of service requests, giving those printers a new lease on life.

Our servicing team helps extend the lifespan of our printers, contributing to the circularity of our products.

Circular by Design

With a focus on creating products that minimize waste, extend lifespans and promote a circular economy, we're redefining product creation by prioritizing sustainability and resource efficiency.

► J7300 PRINTER LABEL CARTRIDGE

This past year, we launched the new J7300 printer featuring a redesigned label cartridge. The cartridge now boasts fewer components, is made from recyclable plastic and is designed for easy recycling. Additionally, we increased the number of labels per cartridge to minimize consumable waste.



► TOUGHSTRIPE MAX FLOOR TAPE B-553

We recently redesigned our durable floor tape. By replacing the thicker, plasticized vinyl film with a slimmer PETG (polyethylene terephthalate glycol) film, we've dramatically reduced plastic material generation and eliminated the use of vinyl plasticizers. The B-553 also boasts a longer lifespan, meaning less frequent replacements.



► M511 PORTABLE LABEL PRINTER

Engineered to withstand a 6-foot drop, shocks, 250 lb crushes, and exposure to blowing sand and dust, the M511 is built to last, minimizing premature replacement, reducing electronic waste and conserving valuable resources. Additionally, its edge-to-edge printing capability for text, graphics, and barcodes further minimizes waste by optimizing label usage. This combination of durability and waste reduction exemplifies a circular design approach, promoting a longer product lifespan and minimizing environmental impact.





CERTIFICATIONS

ISO 14001 Certification

ISO 14001 is a set of standards put forward by the International Organization for Standardization (ISO). Its purpose is to clarify the best practices for organizations that wish to reduce their environmental footprint by adopting an effective environmental management system (EMS). EMS systems are designed to monitor and report upon the environmental sustainability of a firm, for both internal and external stakeholders. Approximately 50% of Brady's inventory is managed by Brady's ISO 14001 certified sites:

- ▶ Milwaukee, Wisconsin (Good Hope Road)
- ▶ Milwaukee, Wisconsin (Florist Avenue)
- ▶ Zele, Belgium
- ▶ Stockport, United Kingdom
- ▶ Penang, Malaysia
- ▶ Singapore
- ▶ Wuxi, China
- ▶ Beijing, China
- ▶ Shenzhen, China
- ▶ Bangalore, India
- ▶ Tokyo, Japan



Green Tier

Both Brady's manufacturing sites in the Milwaukee, Wisconsin area, including the global headquarters, continue to be active Tier 1 participants in the State of Wisconsin's Green Tier program. Green Tier is a voluntary program that recognizes companies using a systemic approach to achieve superior environmental performance.

For more information, check out our [Green Tier Webpage](#)





OUR PEOPLE





OUR PEOPLE

We believe in fostering a culture where teams are empowered to make decisions based on data and take ownership of their actions. In turn, we ensure that people are appropriately rewarded and recognized for the work that they do.

The best solutions for our customers and the best outcomes for our stakeholders come from a diversity of ideas and input. This collaborative culture that values employee voices is what drives Brady's future success.

In the last three years, Brady has not implemented any large scale headcount reductions, and works diligently to retrain our employees rather than eliminate roles as new automation technologies are introduced. Additionally, Brady limits the use of non-regular employees, with less than 15% serving as temporary or contract workers



“The most important actions a company can take to prioritize safety are promoting a strong culture of prevention and transforming the concept of safety. Many people see safety as an obligation, but the key is to turn it into a habit. At Brady Mexico, our safety culture is built on three golden rules: avoid unsafe actions, stop others from taking risks, and report any concerns. These rules are the foundation of our safety program. We engage in ongoing activities to raise awareness, build sensitivity, and recognize our employees. Our employees’ well-being is the company’s top priority.”



DANIEL DAMIAN

Director of Operations - Mexico
📍 Tijuana, Mexico

EMPLOYEE HEALTH AND SAFETY

The health and safety of all our employees is always our top priority, and we apply principles and practices of safety in every phase of our operations. Our commitment to conducting business in a manner that protects the health and safety of our employees involves:

- ▶ Engaging all employees in proactively managing workplace risks to achieve zero injuries
- ▶ Providing workplaces that are safe and healthy for our employees, visitors, contractors, customers and the communities in which we operate
- ▶ Meeting or exceeding all applicable laws, regulations and other requirements regarding the safety, health and environmental impact of our operations and products
- ▶ Monitoring progress toward our goals and continuously improving our environmental, health and safety management system

Maintaining a safe work environment is the responsibility of all Brady employees and requires teamwork.

Our company is guided by an overall global Employee Health and Safety policy statement that sets the stage for business operations throughout the world. Additionally, a policy manual has been developed to aid in understanding the more detailed intricacies of our company policy, while allowing for varying regulations and customs. This manual provides guidance through a Plan-Do-Check-Act approach (PDCA) to addressing the various risks a business may encounter. Over time, Brady has arrived at certain internal standards and follows applicable external industry standards that are known for their reliability in yielding high quality products and for consistency in communicating accepted industry best practices. Such standards for risk assessment, machine safeguarding, lockout tagout (LOTO) procedures, ventilation, due diligence, and equipment design/installation have been identified and followed.



All Brady sites are subject to the company's Environment, Health, and Safety policies. The extent of the programs at each site are dictated by the level of risk and the characteristics of the operation, as well as local rules and regulations. Many of the elements in this document are focused on manufacturing operations, however, all sites have covered elements.

Various scenarios where exposure to hazards may exist are addressed throughout this policy. In order to mitigate the risks of exposure, the following hierarchy shall be followed for managing potential chemical exposure in our operations:



- ▶ Eliminate hazardous materials where possible



- ▶ Choose less hazardous substitutes to reduce potential hazards



- ▶ Utilize engineering controls to control potential exposures



- ▶ Utilize administrative controls to reduce potential exposure



- ▶ Utilize personal protective equipment to reduce exposure

Independent of the control measures taken, each site must meet the American Conference of Governmental Industrial Hygienists' (ACGIH) Threshold Limit Values, manufacturer's recommendation, or the country requirement, whichever is the most stringent. Sites must use or retain a qualified person to evaluate employee exposure to chemical and physical agents.

Brady uses an internal system to track all workplace incidents. Users can input, track and manage work-related injuries as well as report unsafe conditions. Brady collects data for three types of workplace incidents:

01

Near misses and close calls -

Situations in which no injuries actually occurred, but there was an opportunity for an injury due to an unsafe situation

02

First aid events -

Minor workplace injuries that only required first aid

03

OSHA-reportable events -

Workplace injuries that are required to be reported to OSHA or the non-US equivalent organization

	FY22	FY23	FY24
TRIR	0.53	0.60	0.52
LTCR	0.32	0.28	0.23

Data may change over time due to case management processes. Results are reported as of close of fiscal year.

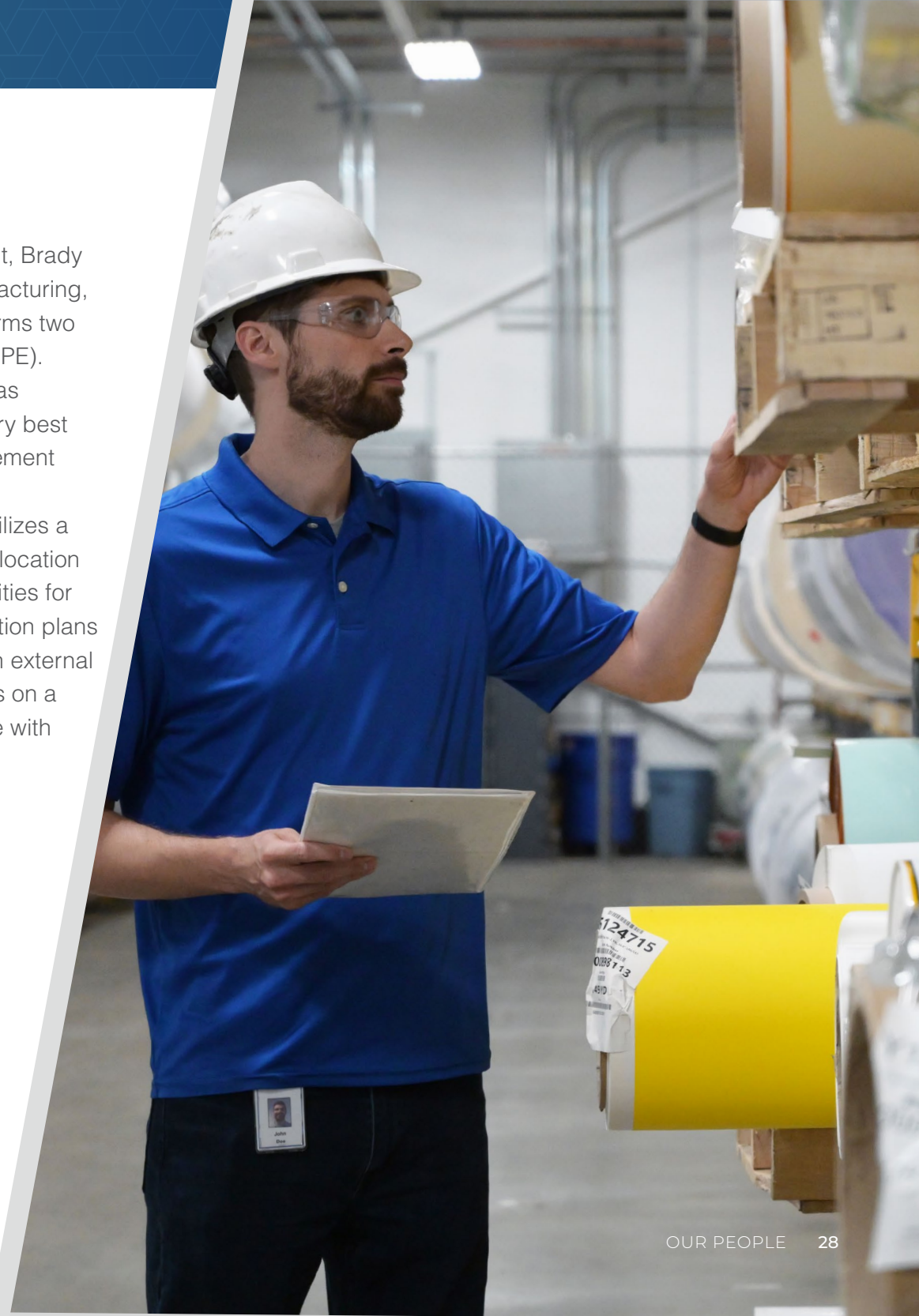
*** Total Recordable Incident Rate** = (Total Number of OSHA Reportable Events * 200,000) / total number of hours worked by employees per year

Lost Time Case Rate = (Total Number of Lost Time Injuries * 200,000) / total number of hours worked by employees

Note: While the calculation is OSHA-based, it is applied globally to standardize our metrics.

Audits and inspections of facilities

As part of our commitment to providing a safe work environment, Brady conducts internal safety and environmental audits at our manufacturing, laboratory operations and distribution facilities. The team performs two safety and environmental audits of critical program elements (CPE). One audit focuses on compliance with internal policies as well as local laws and regulations. The second audit focuses on industry best risk management practices. Brady utilizes the best risk management practices audit as an indicator of proactive, incident preventing measures that go beyond regulatory compliance. Each audit utilizes a scoring system to quantify and benchmark performance. Each location receives a score as well as documented findings and opportunities for improvement. Site management are responsible for creating action plans in response to the audit findings. In addition, Brady engages an external third-party to perform independent audits at our larger locations on a rotating basis. The external audit focuses on safety, compliance with Brady's internal policies as well as local laws and regulations.





Employee training

Staying true to our own purpose to make the world a safer, more productive place, Brady requires thorough training for all employees on their individual job responsibilities. All new employees receive health and safety training as part of their onboarding process. In addition, job-specific training related to our health and safety protocols are conducted regularly. Required safety training is recorded and tracked at all ISO14001 Brady facilities.





TALENT ATTRACTION, ENGAGEMENT, AND RETENTION

Complete compensation and benefits

We believe that a meaningful career is more than just the work that our employees do. That's why we pride ourselves in offering competitive benefits - and so much more. No matter where our employees are in the world, Brady's goal is to provide employees with a compensation and benefits package that is externally competitive, internally fair and rewards outstanding performance. As a global company, we tailor our compensation and benefits to align with local practices.

“

Pretty early on in my career with Brady, I knew I wanted to move to a more business-focused role. My manager was super supportive of my interests, and while I had no Product Management experience, I had so much support from my manager and those around me who encouraged me to try new things. There are great opportunities within Brady to help you grow into your career – internal training and presentations, Employee Resource Groups to help expand your network within the company, and the opportunity to attend external trainings or trade shows to grow in your role.

”



AMANDA BEEKMAN

Product Manager,
Wristbands and Labels
📍 Glendale, Wisconsin

Transparency in our total compensation package

At the beginning of each new calendar year, Brady employees in the United States receive a statement of their total compensation package for the previous year. The statement details their total pay, inclusive of overtime, bonuses or profit sharing, as well as the monetary value of the benefits they have elected. Employee contributions and corporate matches to 401k plans and other retirement benefits are also clearly detailed.

In the United States, we are proud to offer generous, inclusive benefits that support our employee's health, wealth and overall well being.

Health

- ▶ Medical, Dental and Vision Coverage
- ▶ Employee, Spouse and Dependent Life Insurance Coverage
- ▶ Disability Insurance Coverage
- ▶ Tobacco Cessation Program
- ▶ Healthy Pregnancy Program
- ▶ Discounts to a large network of gyms, nutritional programs, and other fitness-related merchandise
- ▶ Employee Assistance Programs that provide mental health support and assistance, and that can help solve personal problems including family issues, financial concerns and finding childcare
- ▶ Paid vacation and holidays
- ▶ Adoption, fertility and surrogacy assistance
- ▶ Parental leave

Financial

- ▶ Brady-contributed Health Savings Account
- ▶ Flexible Spending Accounts for medical and dependent care
- ▶ 401(k) retirement savings program with options to contribute on a pre-tax or roth (after-tax) basis, with Company matching contributions
- ▶ Other Brady-sponsored retirement saving plans to encourage our employees to save for retirement
- ▶ Auto, Homeowners and Renters Insurance Coverage discounts
- ▶ Identity theft protection
- ▶ Employee Stock Purchase Plan
- ▶ Tuition reimbursement

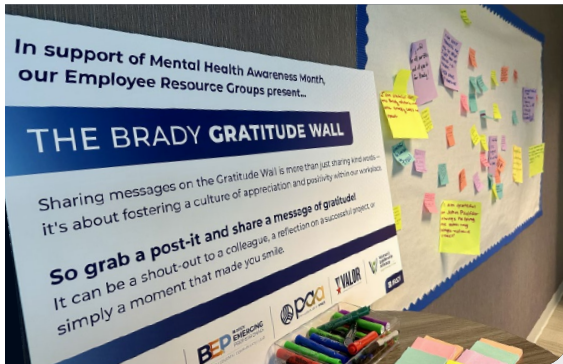
Social

- ▶ Matching gift program
- ▶ Dollars for Doers, which provides a monetary contribution to non-profit organizations where Brady employees volunteer
- ▶ Scholarship program for children of Brady employees
- ▶ Dress for your day dress code

Employee wellness

Brady is proud to support a culture that helps our employees achieve personal health and wellness beyond the health benefits that we offer.

As more people make mental health a priority, we've empowered employees to tackle the topic through conversations and peer support.



- Our Employee Resource Groups created Gratitude Walls at sites across the US for employees to post notes about what – and who – they were grateful for at Brady.

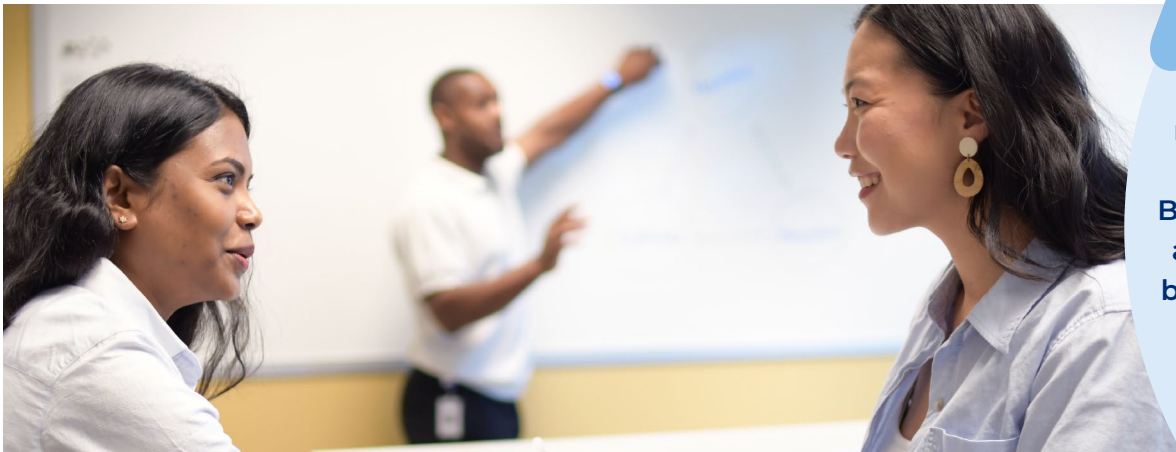


- The Alliance, one of Brady's Employee Resource Groups, hosted a workshop for its members with a local mental health advocate. During the session, they explored self-care, community care and the impact of mental health in the workplace.



- In the UK, an employee group formed a mental health first responder team and created a safe space for employees to take a break if they need some time alone.

At many of our sites, employees have formed wellness committees that host health fairs and other regular activities.



“ In my experience, Brady's culture has been extremely helpful, collaborative and respectful. I've never worked anywhere where people have been so easy to work with. There hasn't been a day in my 4+ years at Brady where I didn't want to come into work. It's been such a respectful, enjoyable place to be. I find the products we build to be fascinating and the new projects cool problems to solve. This is the best job I've ever had, in large part because of how accepting and collaborative others have been with me and my team. Being in a culture you enjoy, feel a part of, and are respected within is critical to one's happiness. ”



STEVE GROBSCHMIDT

Product Experience Manager
📍 Glendale, Wisconsin

A culture that gives employees a voice

Brady's employees are the lifeblood of our company. To truly live our values, we believe our employees need to feel seen and heard so that they can come to work each day as their authentic selves.

- ▶ **A culture of flexibility:** We strive to ensure our employees are supported when things happen – from kids getting sick to a flooded basement and everything in between. An open door policy gives employees the ability to work with management when the unexpected happens or when greater flexibility is called for. And, our dress-for-your-day dress code means employees have the freedom to choose what to wear based on the day's activities.
- ▶ **Communication and recognition:** Our commitment to transparency and accountability includes regular communications with employees across all levels of the organization.

Quarterly manager update calls offer company management the opportunity to hear directly from CEO Russell Shaller and other members of the leadership team, while bi-annual town halls led by regional presidents give all employees the chance to learn about the direction of the business and how they can contribute to its success. Audience members have the opportunity to ask questions anonymously, which encourages greater participation.

These meetings provide leaders with opportunities to recognize employees for their unique or significant contributions in front of an audience of their peers.



DEVELOPING FUTURE LEADERS

At Brady, we believe that employees drive their own development, **but we give them the tools and resources to be able to grow.**

- ▶ In F'24 we launched the **Brady Leadership Journey**, a series of instructor-led and video recorded trainings on topics from having difficult conversations, being an inclusive leader, and developing executive presence.
- ▶ The **Brady Mentoring Video Series** gives all employees the opportunity to hear from Brady leaders around the world on a variety of topics, including inclusive leadership, effective communication and negotiation skills.
- ▶ Our **Global Learning Center** offers personalized learning content so employees can learn at their own pace on a variety of topics relevant to them.

► Global Female Representation

► Total Women

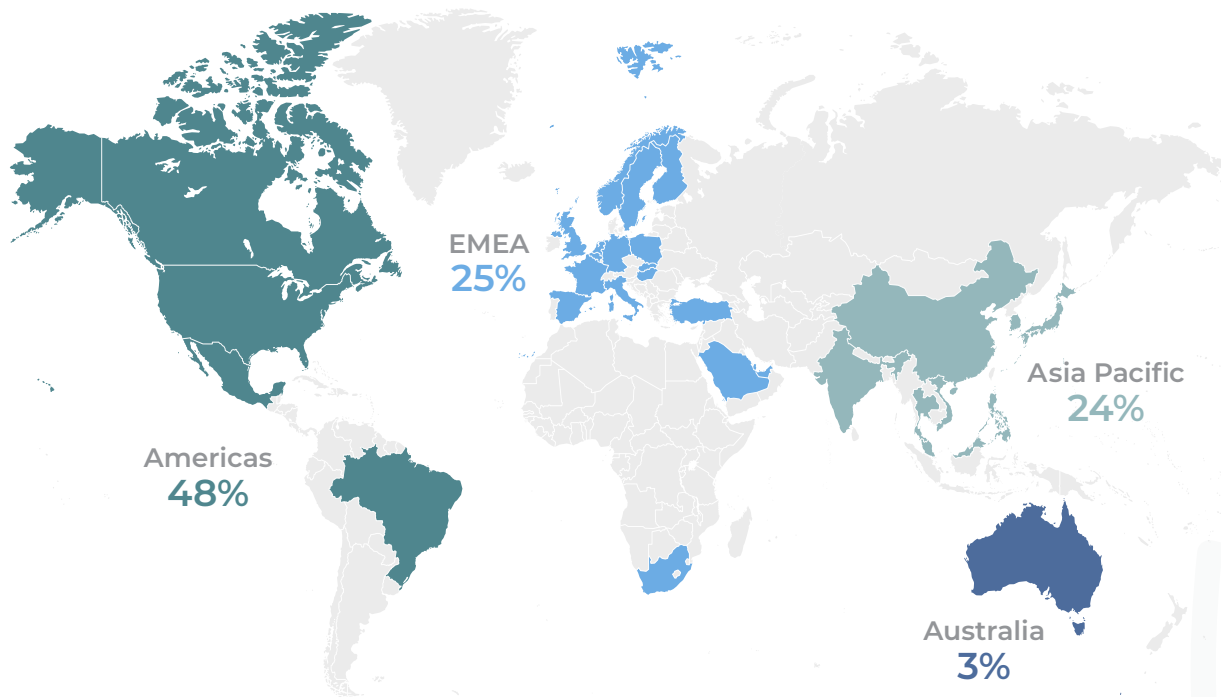
43%
Female

► Total Women in Management Roles

37%

Management Levels		
	Male	Female
Executive	67%	33%
Senior Management	79%	21%
Middle Management	74%	26%
Lower Management	58%	42%

► Employee Breakdown by Region



► Average Tenure

8.2
years

► US Ethnicity

32%
BIPOC*

*Black, Indigenous, and people of color



Gender diversity

A more diverse workplace includes diversity at the highest levels of our organization

Brady is proud to lead the way among publicly-traded companies in the State of Wisconsin, with 44% female representation on our independent Board of Directors.

30% of Brady's executive leadership team are women.

44% of Brady's independent board directors are women.

- ▶ Since 2004, Milwaukee Women Inc has published an annual research report on the percentage of women serving on the boards of directors of the 50 largest Wisconsin public companies. Brady continues to be in the top 10 year after year.



Diversity in our hiring

We are proud to be a global company with a diverse group of employees speaking more than 25 languages. Our

employees represent a wide variety of backgrounds, experiences and education, with their own unique racial, ethnic and gender identities.

Brady follows the U.S. Equal Employment Opportunity (EEO) policies, which prohibit unlawful discrimination and harassment and affords equal employment opportunities to employees and applicants without regard to race, color, creed, ancestry, religion, sex or gender (including pregnancy, childbirth, and pregnancy-related conditions), gender identity or expression (including transgender status), sexual orientation, marital status, age, national origin, citizenship, disability status, genetic information, protected veteran status (including service in the military), or any other characteristic protected by applicable law. Equal employment opportunity applies to all aspects of employment such as recruitment, promotions, transfers, compensation, leaves of absence and any other terms or conditions of employment.

We are committed to recruiting diverse talent and have begun building a foundation that will further the representation of underrepresented groups at Brady. We will continue to work towards our goal of aligning representation among our employee population with that of the broader workforce in the communities where we operate.



A culture of inclusion

Brady's emphasis on collaboration is reliant upon a culture that values inclusion.

Further, Brady has a zero tolerance policy for workplace harassment or abusive behavior.

Employee-driven ERGs

In the United States, employees are encouraged to participate in our Employee Resource Groups, all of which were formed and are led by employees who were passionate about providing a place for their colleagues to network and grow.



► Women's Leadership Alliance



► Brady's Emerging Professionals



► The Alliance



► Pan Asian Allies



► Valor





SOCIAL IMPACT





SOCIAL IMPACT

COMMITTED TO OUR COMMUNITIES

Brady is proud to be a steady presence in communities around the world – in some cases, for more than half a century.

We offer many ways for our employees to get involved and support the causes that are near and dear to them. Our local sites are empowered to partner with nonprofits in their area to run supply drives, volunteer out in the community or form special relationships with organizations whose missions align to the local business.

This culture of generosity fosters a team atmosphere and allows employees to have a voice in how Brady gives back.

We also invest in our communities through the Brady Corporation Foundation. These philanthropic contributions are focused on US-based, 501 c(3) organizations.

Brady does not fund sectarian organizations for religious purposes or partisan political activities. To learn more about eligibility requirements, visit our [Foundation website](#).

INVESTING IN OUR COMMUNITIES THROUGH THE BRADY FOUNDATION

► OUR VISION

The Brady Corporation Foundation supports organizations in the communities where we operate. We fund organizations that develop leaders, support educational programs and strengthen communities. We believe that the best outcomes happen when data, research and proven methodologies intersect with lived experiences, inclusive representation, and diverse leadership. Through this, our goal is to make our communities better, safer, and more equitable places to live and work.

Brady has a proud legacy of giving back, from the days when Bill Brady founded the company. Today the Brady Corporation Foundation believes in funding organizations where we can be part of the solution – through our employees, our company resources and even in the jobs we need to fill. Brady’s philanthropic giving is primarily focused in three areas: Leadership, Educational Programming, and Strengthening Communities.

“Brady’s active involvement in our community is crucial to our identity as a responsible corporate citizen. My favorite part about being a member of the grants committee is the opportunity to directly contribute to the advancement of important projects and initiatives that can make a significant impact on our community. I appreciate that as committee members, we engage with non-profits at various stages of their journey, whether they are just starting out or are well-established. It’s incredibly rewarding to see how our collective efforts can help shape the future of impactful organizations and contribute to positive change in our community.”



LYNELL PIERCE

Senior Master Scheduler
📍 Milwaukee, Wisconsin

FY24 CORPORATE GIVING

Educational opportunities at every age

From preschoolers learning their letters to helping adults attain their GED, the Brady Foundation is proud to support people throughout their education journey. Our support focuses on programs that are measurable as well as independent organizations whose programs complement or supplement K-12 curriculum.

\$1.1M
IN FY24



- ▶ Children at Malaika Early Learning Center return to school with encouragement (and new backpacks) from Brady's Emerging Professionals resource group. The Brady Foundation also supports Malaika's ongoing programming, providing high quality early childhood education to infants through eight-year-olds of color living in impoverished areas of Milwaukee.



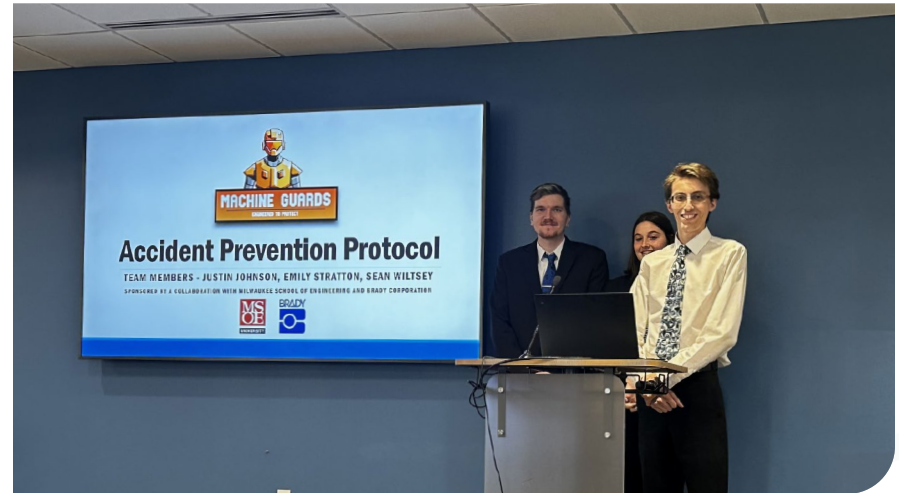
- ▶ Young people take part in job training and testing at United Neighborhood Centers of Milwaukee. Brady supports UNCOM's youth jobs program, providing funding to help young people ages 16-24 begin to achieve their educational and career goals.

Showing up for college students

Colleges and universities are more than an opportunity for recruiting. We are strategically supporting their programming through financial support, real life work experience and coaching and mentorship.



- ▶ For over eleven years, Brady professionals have mentored budding entrepreneurs through Marquette University's Brewed Ideas Challenge. Students come up with business or product ideas, are mentored for six weeks by Brady employees, and then pitch their ideas to a team of judges for cash prizes.



- ▶ Mechanical engineering students from the Milwaukee School of Engineering focused their senior design project on developing machine guarding solutions at Brady's Glendale, Wisconsin facility. The students performed a qualitative and quantitative analysis and developed solutions, including a bill of materials, installation instructions and work instructions that Brady ultimately implemented.



Walking the Walk

Every year, Brady employees at each US site on the same day channel their passion and participate in the Brady Walk. Driven entirely by employees, our people nominate, vote on and select which non profit organizations they'd like to support each year.

Brady Walk has contributed more than \$1.2 million over the last 14 years to organizations that our employees care deeply about.

Brady employees have walked for suicide prevention, cancer care and treatment, pet and wildlife rescues, veterans housing, and so much more, but each cause shares one common and prevailing theme – they have a personal connection to Brady employees.

In 2024, Brady donated **\$113,500** to **19 organizations** around the country just through the Brady Walk.

SCAN OR CLICK
TO PLAY VIDEO





Celebrating the Joy of Giving in India

Brady India's Corporate Social Responsibility program adopted two schools, donating school supplies, sports equipment and funding, for their annual Day of Giving event.

Medical supplies to underserved communities

Brady's Signals brand in France donated medical supplies and PPE to humanitarian organizations that provide medical aid to developing nations and civilian populations in conflict areas.





GOVERNANCE, ETHICS & INTEGRITY





GOVERNANCE, ETHICS & INTEGRITY

We are committed to the highest level of ethical conduct every day at all of our facilities around the world. Driven by the oversight of the Board of Directors and the Brady leadership team, the tone at the top of the organization prioritizes ethical conduct in every aspect of our business.

It is a priority for Brady's Board of Directors and leadership team to advance sustainability and align with a philosophy that continues to promote, implement and sustain these programs within the company.



BOARD OF DIRECTORS

Brady is committed to a governance structure that is independent and responsive to the interests of our shareholders.

Our Board of Directors regularly meets, at least annually, in executive session without management, to facilitate communication among the independent directors. For more information regarding the composition of our Board of Directors and the charters for each committee, please see our [Corporate Governance](#) section on our website.

Board Diversity and Independence

Ultimate responsibility for the governance of Brady Corporation resides with the Board of Directors. The ten-member team of directors includes four female directors, and all non-executive directors are independent. Annually the Board reviews each director's eligibility to be determined independent under NYSE listing standards and applicable law. All directors are elected annually by the holders of Brady's Class B voting shares. The Board engages in strong governance practices including the following: having separate independent Chair of the Board and CEO positions; conducting annual Board and committee self-evaluations;

providing director access to Brady's management and independent advisors; and director stock ownership guidelines. We value a board made up of individuals with an impressive blend of personal and professional attributes to ensure a diverse and healthy representation with different points of view. Our directors are highly qualified and have a diverse set of skills, backgrounds and perspectives, with 22% of our independent directors representing a diverse racial or ethnic background. Three of our board members are financial experts under the rules of the SEC and NYSE.

The chart below illustrates the tenure and diverse backgrounds represented by our independent Directors on our Board (as of July 31, 2024):

	Patrick Allender	Dr. David S. Bem	Dr. Elizabeth P. Bruno	Joanne Collins Smee	Nancy L. Gioia	Christopher M. Hix	Vineet Nargolwala	Bradley C. Richardson	Dr. Michelle E. Williams
Tenure	17	5	21	2	11	<1	2	17	5
Age	77	55	57	67	64	62	52	66	63
Gender	M	M	F	F	F	M	M	M	F
Race / Ethnicity	C	C	C	C	C	C	A	C	B

Key

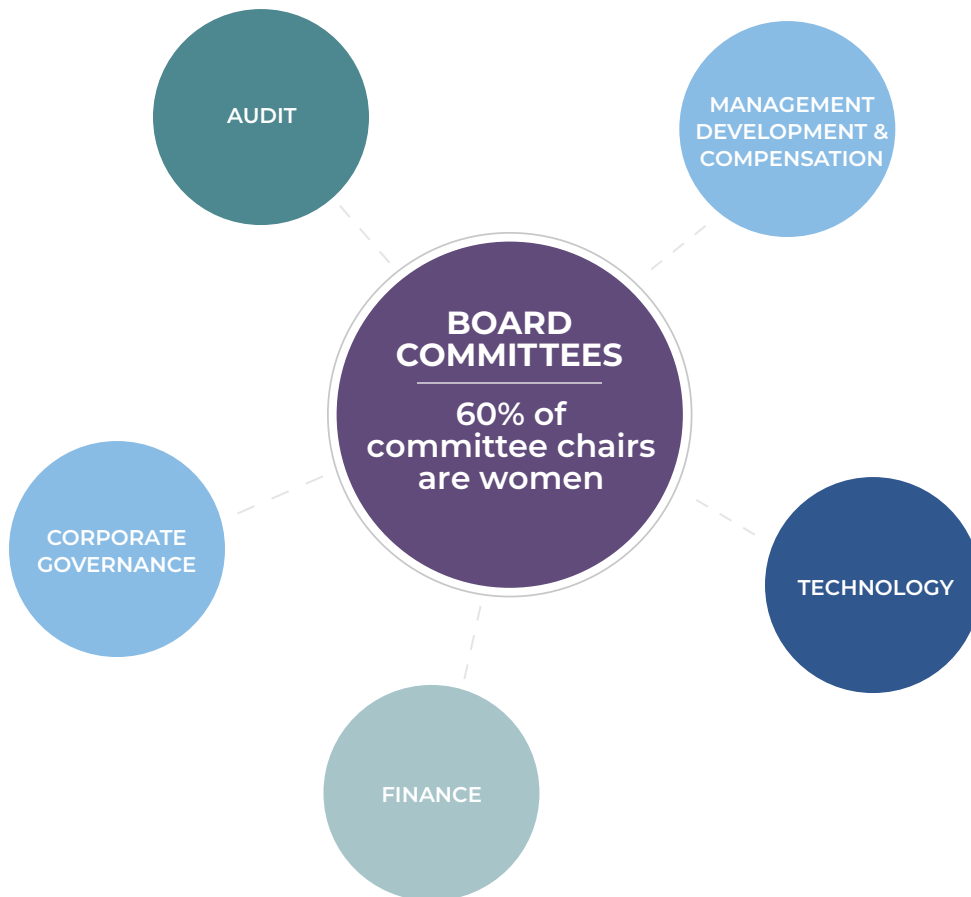
Caucasian: C

Asian: A

Black: B

Board Committees

The Board of Directors has five standing committees including the Audit, Management Development & Compensation, Corporate Governance, Finance, and Technology Committees. Each committee plays a critical role in various environmental, social and governance topics.



Dr. Michelle Williams
- ESG Liaison

ESG Governance

Our board plays a critical role in determining the strategic direction and risk management oversight especially as it pertains to Sustainability within Brady. Dr. Michelle Williams serves as the board's ESG Liaison to further efforts around sustainability and inclusivity within the organization. Sustainability efforts are reported to the full board annually in May. Each quarter, board committees review an update on their respective areas of oversight.

EXECUTIVE LEADERSHIP

Brady's executive leadership team is made up of experienced professionals with deep knowledge in their field. Three of the executive leaders are female, and two are financial experts.

Executive compensation: Committed to best practices

As part of the Brady's pay-for-performance philosophy, the Company's compensation program includes several features that maintain alignment with shareholders:



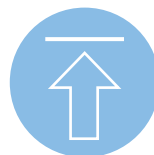
Emphasis on variable compensation



Stock ownership requirements



Clawback provisions



Performance thresholds and caps



Insider trading and anti-hedging policy



Annual risk reviews

Executive compensation philosophy and objectives:

We seek to align the interests of our executives with those of our shareholders by evaluating performance on the basis of key financial measurements that we believe closely correlates to long-term shareholder value. To this end, we have structured our compensation program to accomplish the following:

- ▶ Allow the Company to attract, retain, motivate, develop and reward talented executives;
- ▶ Deliver compensation plans that are both internally equitable when comparing similar roles and levels within the Company and externally competitive when comparing to the external market and the Company's designated peer group;
- ▶ Maintain an appropriate balance between base salary and short-term and long-term incentive opportunities;
- ▶ Provide integrated compensation programs aligned to the Company's annual and long-term financial goals and realized performance in order to reward the successful creation of long-term shareholder value;
- ▶ Recognize and reward individual initiative and achievement with the amount of compensation each executive receives reflective of the executive's level of proficiency within his or her role and their level of sustained performance;
- ▶ Institute a pay-for-performance philosophy where the level of rewards are aligned to Company performance results.



Elements of executive compensation

Our total compensation program includes five elements used to attract, retain, motivate, develop and reward our executives:

- Base salary
- Annual cash incentives
- Long-term equity incentives
- Employee benefits
- Perquisites

Our compensation philosophy

is to allocate a significant portion of total compensation to long-term compensation (equity incentive awards) in order to align the achievement of performance goals for our executives with shareholder interests.

For fiscal 2024, equity incentive awards comprised 67% of Mr. Shaller's total target compensation in his role as President, Chief Executive Officer and Director of the Company and on average, 33% of the total target compensation of the other named executive officers.

Our compensation structure is designed to be competitive, with a significant portion delivered as performance-based.

The following table describes the purpose of each compensation element and how that element is related to our pay-for-performance approach:

Compensation Element	Purpose	Performance Alignment
Base salary	A fixed level of income used to attract and retain executives by compensating for the primary functions and responsibilities of the position.	Base salary increase depends upon individual performance, job proficiency and market competitiveness.
Annual cash incentive award	To attract, retain, motivate and reward executives for achieving or exceeding annual performance goals at total Company and division levels.	Financial performance and individual performance of each executive determines the amount of the respective executive's annual cash incentive award.
Annual long-term equity incentive awards: time-based RSUs and PRSUs	To attract, retain, motivate and reward executives for the successful creation of long-term shareholder value.	An assessment of executive leadership, experience and expected future contribution, combined with market data, are used to determine the amount of equity granted to each executive. Time-based RSUs are intended to facilitate retention and to align executives with the creation of long-term shareholder value. PRSUs are intended to align executives with long-term financial goals and the creation of long-term shareholder value.



“

An ethical company is built on a foundation of transparency, accountability and respect for all stakeholders. It means doing the right thing and prioritizing long-term value over short-term gains. Brady is proud of our proactive approach to integrity, whether it's through implementing robust internal controls, maintaining transparency in our financial reporting or our zero-tolerance policy toward unethical practices. Our commitment to integrity is not just a statement but a continuous practice that defines who we are.

”



MATT ROLLER

Corporate Controller
Milwaukee, Wisconsin

BUSINESS ETHICS & INTEGRITY

The Brady [Code of Ethics \(“Code”\)](#) is the foundation of our global commitment to ethical and legal requirements, and is reviewed annually by the Board of Directors. The Code applies to all Brady employees, officers and members of the Board of Directors. We also expect our suppliers, sales agents, consultants, representatives, independent contractors and other professional service providers to observe the same standards of conduct and business ethics when conducting business with or for Brady.

The Code is available in 14 languages and establishes a clear set of ethical and behavioral standards for our entire company to follow.

The Code is periodically updated to reflect changes in laws, regulations and company policies. All employees must annually complete an ethics training course and a review of our Code. The training requires participants to navigate through hypothetical situations in which employees face ethical dilemmas in the workplace. Globally, we require 100 percent completion of the ethics training by all of our employees. The completion status of the annual employee training module is reported to the Audit Committee of the Board of Directors.



100%
COMPLETION
of ethics training

Ethics hotline and reporting

Employees are encouraged and expected to immediately report all potential unethical conduct. Any potential violations of our Code of Ethics, company policy or the law should be reported by our employees through one of the following channels:

- ▶ Their direct manager or local human resources representative
- ▶ Any manager senior to their manager in their manager's reporting structure
- ▶ Brady's General Counsel by phone at (414) 358-6608
- ▶ The Internal Audit Department
- ▶ The Ethics Hotline by phone at (877) 781-9309 or by email through www.bradyethics.com

An independent third party administers our Ethics Hotline, which is available globally 24 hours per day, seven days per week and allows callers to confidentially raise an ethics or compliance concern. The Director of Internal Audit and Brady's legal team are automatically notified when a new claim is submitted to the hotline. The Internal Audit Director is responsible for responding, reviewing and investigating claims reported through the Ethics Hotline. Quarterly, the Internal Audit Director informs the Audit Committee of the Board of Directors of the claims that have been reported through the Ethics Hotline or from any other sources.





INTEGRITY:

A core Brady value and our commitment to the highest standard of ethical behavior

Our non-retaliation policy

We encourage our employees to voice any questions or concerns regarding unethical conduct. Therefore, we will never tolerate retaliation against anyone for reporting a possible violation in good faith or for participating in an investigation. Reporting in good faith means that an employee must provide a complete and honest report of a concern. Anyone who deliberately makes a false accusation will be subject to discipline.

Anti-corruption and anti-bribery policies

Brady's anti-corruption compliance policy establishes requirements for employees, directors, officers and other representatives performing duties on Brady's behalf, to comply with ethical and legal standards. The policy also establishes anti-corruption standards that our third parties (including distributors, agents, service providers, customers, and others with whom we do business) should consult and to which they should adhere. This policy requires compliance with not only the US Foreign Corrupt Practices Act ("FCPA"), but other applicable anti-bribery laws where we do business.

Brady's Code of Ethics also states that any kind of commercial bribery will not be tolerated, whether done directly or through a third party. The anti-corruption policy described above helps employees to understand what is considered acceptable regarding business gifts and entertainment.

Insider trading policy and required training

Brady's Insider Trading Policy prohibits hedging and other monetization transactions in Company securities by officers, directors and employees. The prohibition of hedging transactions includes financial instruments such as prepaid variable forwards, equity swaps, collars and exchange funds. The Insider Trading Policy also prohibits the pledging of Company stock as collateral for loans or holding Company securities in a margin account by officers, directors or employees. Employees who are identified as "insiders" are required to take annual training on our Insider Trading policy, which is documented in our Global Learning Center.

Expense reimbursement and travel policy

Our Expense Reimbursement & Travel Policy applies to all employees of Brady Corporation, its subsidiaries, and its affiliates, with respect to business-related expenses and travel. The policy covers travel and related expenses, entertainment and employee engagement activities, meals, miscellaneous expenses including gifts, and personal expenses. The policy describes approval requirements for all business expenses.

Political contributions

As stated in our Code of Ethics, Brady has a policy against making contributions to political candidates or campaigns. The code also states that employees are prohibited from using Company property, facilities, time or funds for political campaigns. The Brady Foundation also states in its bylaws that it may not make contributions to political candidates or campaigns.

Brady facilities with quality management systems certifications

Brady is committed to providing safe, quality products to all of our end users. To ensure this, Brady has adopted applicable Quality Management Systems (QMS) at the below facilities:

- | | | |
|--------------------------------------|--|-------------------------------------|
| ▶ Milwaukee, Wisconsin | ▶ Zele, Belgium [ISO 9001] | ▶ Bratislava, Slovakia [IATF 16949] |
| ▶ Good Hope Road [AS9100 & ISO 9001] | ▶ Banbury, United Kingdom [IATF 16949] | ▶ Penang, Malaysia [ISO 9001] |
| ▶ Florist Avenue [ISO 9001] | ▶ Egelsbach, Germany [IATF 16949] | ▶ Xiamen, China [ISO 9001] |
| ▶ Camden R&D Facility [AS9100] | ▶ Roncq, France [IATF 16949] | |



Enterprise and risk management

Risk is a part of doing business - which also makes it part of day-to-day management. Brady aims to develop and formalize risk management activities to ensure that risks and mitigation plans are well understood at all levels within the company and are transparent to all stakeholders. It is management's responsibility to manage risk.

As a global industrial company, Brady has many different areas of risks which include strategic, operational, financial, compliance and many others. Brady has an Enterprise Risk Management (“ERM”) program in order to identify, assess and manage our risk exposure.

Consistent with our leadership structure, our Board of Directors provides a risk oversight role while management has the day-to-day responsibility of assessing and managing our risk exposure. Brady's ERM committee includes members from our business, operations, finance, HR, IT, legal and compliance departments. This committee is responsible for understanding and actively managing Brady's strategic, operational, financial and compliance risks. On an annual basis, the ERM committee performs a Company-wide risk assessment during which the likelihood and potential impact of various risks in our business are assessed to arrive at an overall risk rating. Any ESG related-risks are included and evaluated as part of the ERM process. Additionally, the ERM committee is responsible for maintaining well-defined risk response plans for Brady's highest-rated risks. At least annually, Brady's management presents the ERM committee's material risks and their potential impact to the Audit Committee of the Board of Directors.

More information regarding Brady's significant risks can be found on pages 7-13 of our fiscal [2024 Form 10-K](#).



PRODUCT SOURCING & SUPPLY CHAIN MANAGEMENT

Forced Labor and Human Trafficking

As part of our commitment to human rights, Brady does not use or do business with companies who use slave labor, and we have a dedicated policy on Forced Labor and Human Trafficking. In accordance with various global, regional, country or state-specific regulations, including the California Transparency in Supply Chains Act of 2010 and the U.K. Modern Slavery Act of 2015, we are committed to monitoring our global supply chain to avoid involvement in any kind of forced labor and/or human trafficking and enforcing controls designed to ensure forced labor and human trafficking are not present in our supply chain. We require our suppliers, contractors and other business partners to comply with our Forced Labor and Human Trafficking policy. Any suppliers who provide Brady with products or services greater than \$500,000 annually are required to certify on an annual basis their conformity with our expectations on freely chosen employment, child labor avoidance and humane treatment of employees.

Conflict Minerals

We require all of our suppliers to follow our Conflict Minerals Policy. This policy establishes the expectation that our suppliers will not source any Conflict Minerals (cassiterite, columbite-tantalite, gold and wolframite and their derivatives, tin, tantalum and tungsten) from the eastern provinces of the Democratic Republic of Congo and the adjoining countries. We expect all of our suppliers to source materials from socially responsible suppliers. It is our policy to comply with all applicable regulations issued by the Securities and Exchange Commission regarding conflict minerals, including annually publishing a [Conflict Minerals Report](#).





CYBERSECURITY

Brady regularly assesses risks in areas including legal, regulatory, marketplace, technology, and external security threats. In our continuous improvement efforts, we seek opportunities to identify, analyze, and mitigate those risks.

Central to our approach is our risk framework, which provides the insight, controls and technology we need to anticipate and proactively address risks. Our cybersecurity framework serves as the foundation for safeguarding the confidentiality, integrity and availability of information assets. The comprehensive framework fulfills regulatory, operational and contractual requirements. Our practices include regular internal and external audits, vulnerability assessments, penetration testing and measures to monitor and respond to cybersecurity incidents.

Brady's risk framework is aligned to multiple industry standards, such as the Payment Card Industry Data Security Standard, Sarbanes Oxley and Center for Internet Security. Our company also has Cyber Essentials certification for certain businesses.

We leverage a defense-in-depth model for cybersecurity, employing multiple layers of protection against threats. Our controls help us prevent, defend and rapidly respond to security risks for both our internal and customer-facing services.



Our comprehensive risk management functions cover a broad spectrum of risks facing our company and include groups focused on:

- ▶ Advanced phishing and social engineering detection capabilities
- ▶ Frequent security awareness campaigns educating our employees, including a phishing simulation
- ▶ An extensive continuous vulnerability management program to reduce risk
- ▶ Modernizing infrastructure with advanced cyber capabilities

The success of our risk management program is largely dependent on our employees' understanding of what is expected of them in terms of protecting our customers, people, and company. To ensure this understanding, we have a dedicated team focused on making risk management efficient and effective.

Assessment outcomes are shared with our leadership, including our elected Board of Directors. Brady's Internal Audit group provides an independent assessment of the effectiveness of our controls in mitigating important risks, reporting its findings directly to the Audit Committee of the Board of Directors.

DATA PRIVACY

Brady and its subsidiaries recognize and respect the privacy rights of individuals (data subjects) concerning any personally identifiable information (PII) that Brady collects, processes or maintains, and we give control over that PII to the data subject.

Brady's policies, as well as its data protection and privacy program, seek to establish and maintain the highest standards of data protection and privacy in compliance with leading jurisdictions. We specifically look to the European General Data Protection Regulation (GDPR), as well as the California privacy regulations known as CCPA and CPRA, for guidance. Brady has voluntarily chosen to apply these high standards globally in order to minimize data risks to our customers, vendors and employees by providing a comprehensive and consistent level of data protection and privacy everywhere we do business. We make adjustments to meet local requirements where necessary.

We commit that any PII we collect will be:

- 1 Collected and processed lawfully, fairly, and in a transparent manner
- 2 Collected for specified, explicit, and legitimate purposes and that Brady will be transparent in how the PII is going to be used
- 3 Adequate, relevant, and limited to only what is necessary
- 4 Accurate and, where necessary, kept up-to-date
- 5 Retained only for as long as necessary
- 6 Processed and stored in an appropriate manner to maintain security

We have established procedures for responding to data subject requests and data breaches or other incidents, including when and how to engage with internal management, stakeholders and regulatory bodies.



GRI CONTENT INDEX WITH REFERENCE

Statement of use	Brady Corporation has reported the information cited in this GRI content index for the period August 1, 2023 - July 31, 2024 with reference to the GRI Standards.
GRI 1 used	GRI 1: Foundation 2021

GRI STANDARD	DISCLOSURE	LOCATION
GRI 2: General Disclosures 2021	2-1 Organizational details	Pages 5-8 and 48 Brady Corporation 2024 Form 10-K - Pages 3-7
	2-2 Entities included in the organization's sustainability reporting	Pages 7 and 35
	2-3 Reporting period, frequency and contact point	Pages 3 and 67
	2-7 Employees	Pages 7, 23, and 35 Brady Corporation 2024 Form 10-K - Page 6
	2-8 Workers who are not employees	Page 23
	2-9 Governance structure and composition	Pages 47-50 Brady Corporation 2024 Form 10-K - Pages 58-62
	2-10 Nomination and selection of the highest governance body	Page 48 Brady Corporation 2024 Form 10-K - Pages 59-62
	2-11 Chair of the highest governance body	Brady Corporation 2024 Form 10-K - Page 60
	2-12 Role of the highest governance body in overseeing the management of impacts	Page 59 Brady Corporation 2024 Form 10-K - Page 61
	2-13 Delegation of responsibility for managing impacts	Page 59 Brady Corporation 2024 Form 10-K - Page 61
	2-14 Role of the highest governance body in sustainability reporting	Page 50 Brady Corporation 2024 Form 10-K - Page 61
	2-15 Conflicts of interest	Brady Corporation 2024 Form 10-K - Pages 61 and 94
	2-16 Communication of critical concerns	Page 56 Brady Corporation 2024 Form 10-K - Pages 61, 99
	2-17 Collective knowledge of the highest governance body	Pages 47-50 Brady Corporation 2024 Form 10-K - Pages 58-62
	2-18 Evaluation of the performance of the highest governance body	Pages 47-50 Brady Corporation 2024 Form 10-K - Pages 58-62
	2-19 Remuneration policies	Pages 51-53 Brady Corporation 2024 Form 10-K - Pages 63-96

GRI STANDARD	DISCLOSURE	LOCATION
GRI 2: General Disclosures 2021	2-20 Process to determine remuneration	Pages 51-53 Brady Corporation 2024 Form 10-K - Pages 63-96
	2-21 Annual total compensation ratio	Brady Corporation 2024 Form 10-K - Pages 86
	2-22 Statement on sustainable development strategy	Pages 13-14
	2-23 Policy commitments	Pages 54-57
	2-24 Embedding policy commitments	Pages 54-57, 60
	2-26 Mechanisms for seeking advice and raising concerns	Pages 56-57
GRI 201: Economic Performance 2016	201-1 Direct economic value generated and distributed	Pages 7-8 Brady Corporation 2024 Form 10-K
	201-2 Financial implications and other risks and opportunities due to climate change	Brady Corporation 2024 Form 10-K - Pages 7-12
GRI 205: Anti-corruption 2016	205-1 Operations assessed for risks related to corruption	Page 59 Brady Corporation 2024 Form 10-K - Pages 7-12
	205-2 Communication and training about anti-corruption policies and procedures	Pages 56-57
GRI 302: Energy 2016	302-1 Energy consumption within the organization	Page 17-18
	302-3 Energy intensity	Page 17-18
	302-4 Reduction of energy consumption	Page 17-18
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	Page 17-18
	305-2 Energy indirect (Scope 2) GHG emissions	Page 17-18
	305-4 GHG emissions intensity	Page 17-18
	305-5 Reduction of GHG emissions	Page 17-18
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	Pages 19-20
GRI 308: Supplier Environmental Assessment 2016	308-1 New suppliers that were screened using environmental criteria	Page 60
	308-2 Negative environmental impacts in the supply chain and actions taken	Page 60
GRI 401: Employment 2016	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	Page 31-33
	401-3 Parental leave	Page 31-33

GRI STANDARD	DISCLOSURE	LOCATION
GRI 403: Occupational Health and Safety 2018	403-1 Occupational health and safety management system	Pages 24-29 Brady Corporation 2024 Form 10-K - Page 6
	403-2 Hazard identification, risk assessment, and incident investigation	Pages 24-29 Brady Corporation 2024 Form 10-K - Page 6
	403-3 Occupational health services	Pages 24-29 Brady Corporation 2024 Form 10-K - Page 6
	403-4 Worker participation, consultation, and communication on occupational health and safety	Pages 24-29 Brady Corporation 2024 Form 10-K - Page 6
	403-5 Worker training on occupational health and safety	Page 29 Brady Corporation 2024 Form 10-K - Page 6
	403-6 Promotion of worker health	Pages 24-29 Brady Corporation 2024 Form 10-K - Page 6
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Pages 24-29 Brady Corporation 2024 Form 10-K - Page 6
	403-8 Workers covered by an occupational health and safety management system	Pages 7, 24-29 Brady Corporation 2024 Form 10-K - Page 6
	403-9 Work-related injuries	Page 27 Brady Corporation 2024 Form 10-K - Page 6
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