# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K	
CURRENT REPORT	

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): May 24, 2018

## **BRADY CORPORATION**

(Exact name of registrant as specified in its charter)

Commission File Number 1-14959

Wisconsin (State of Incorporation) 39-0971239 (IRS Employer Identification No.)

6555 West Good Hope Road Milwaukee, Wisconsin 53223 (Address of Principal Executive Offices and Zip Code)

> (414) 358-6600 (Registrant's Telephone Number)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

	Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
	Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
	Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
	Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
	check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR 230.405) or Rule 12b-2 or the Securities Exchange 4 (17 CFR 240.12b-2).
Emerging g	growth company $\square$
	ting growth company, indicate by check mark if the registrant has elected not to use extended transition period for complying with any new or revised financial accounting standards ursuant to Section 13(a) of the Exchange Act.   □

#### Item 2.02 RESULTS OF OPERATIONS AND FINANCIAL CONDITION

On May 24, 2018, Brady Corporation (the "Company") issued a press release announcing its fiscal 2018 third quarter financial results. A copy of the press release is being furnished to the Securities and Exchange Commission as Exhibit 99.1 attached hereto and is incorporated herein by reference.

#### Item 7.01 REGULATION FD DISCLOSURE

On May 24, 2018, the Company hosted a conference call related to its fiscal 2018 third quarter financial results. A copy of the slides referenced in the conference call, which is also posted on the Corporation's website, is being furnished to the Securities and Exchange Commission as Exhibit 99.2 attached hereto and is incorporated herein by reference.

Item 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(d) Exhibits

EXHIBIT NUMBER	DESCRIPTION
99.1	Press Release of Brady Corporation, dated May 24, 2018, relating to third quarter fiscal 2018 financial results.
99.2	<u>Informational slides provided by Brady Corporation, dated May 24, 2018, relating to third quarter fiscal 2018</u> financial results.

#### SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

BRADY CORPORATION

Date: May 24, 2018 /s/ AARON J. PEARCE

Aaron J. Pearce

Chief Financial Officer and Treasurer

For More Information:

Investor contact: Ann Thornton 414-438-6887 Media contact: Kate Venne 414-358-5176

#### Brady Corporation Reports Fiscal 2018 Third Quarter Results and Increases the Bottom of its Fiscal 2018 EPS Guidance

- Earnings before income taxes increased 20.7 percent, finishing at \$37.0 million in the third quarter of fiscal 2018 compared to \$30.6 million in the third quarter of fiscal 2017. This marks our 11<sup>th</sup> consecutive quarter of profit growth.
- Earnings per diluted Class A Nonvoting Common Share were \$0.49 in the third quarter of fiscal 2018 compared to \$0.43 in the same quarter of the prior year.
- Total revenues increased 8.2 percent, which consisted of organic revenue growth of 3.2 percent and an increase of 5.0 percent from foreign currency translation. This is our fourth consecutive quarter of organic revenue growth.
- Earnings per diluted Class A Common Share guidance for the full year ending July 31, 2018 was tightened to a range of \$1.95 to \$2.00 from a previous range of \$1.90 to \$2.00, exclusive of tax charges primarily related to the enactment of the U.S. tax legislation.

MILWAUKEE (May 24, 2018)--Brady Corporation (NYSE: BRC) ("Brady" or "Company"), a world leader in identification solutions, today reported its financial results for its fiscal 2018 third quarter ended April 30, 2018.

#### Quarter Ended April 30, 2018 Financial Results:

Earnings before income taxes increased 20.7 percent, finishing at \$37.0 million for the third quarter of fiscal 2018 compared to \$30.6 million for the third quarter of fiscal 2017.

Net earnings for the quarter ended April 30, 2018, were \$26.0 million compared to \$22.6 million in the same quarter last year.

Earnings per diluted Class A Nonvoting Common Share were \$0.49 for the third quarter of fiscal 2018, compared to \$0.43 in the same quarter last year.

Sales for the quarter ended April 30, 2018 increased 8.2 percent to \$298.4 million compared to \$275.9 million in the same quarter last year. By segment, sales increased 7.8 percent in Identification Solutions and 9.1 percent in Workplace Safety, which consisted of organic sales growth of 3.7 percent in Identification Solutions and 1.7 percent in Workplace Safety.

#### Nine-Month Period Ended April 30, 2018 Financial Results:

Earnings before income taxes increased 17.7 percent, finishing at \$106.8 million for the nine-month period ended April 30, 2018, compared to \$90.7 million in the same period last year.

Net earnings for the nine-month period ended April 30, 2018 were \$56.1 million compared to \$70.4 million in the same period last year. During the nine-month period ended April 30, 2018, net earnings were reduced by \$21.1 million due to tax charges primarily related to the passage of the U.S. Tax Cuts and Jobs Act of 2017. The prior nine-month period ended April 30, 2017 was impacted by a cash repatriation which resulted in a lower than normal income tax rate.

Earnings per diluted Class A Nonvoting Common Share were \$1.07 for the nine-month period ended April 30, 2018, compared to \$1.36 in the same period last year. Income tax expense in the prior nine-month period ended April 30, 2017 was impacted by a cash repatriation which increased earnings per diluted Class A Nonvoting Common Share by approximately \$0.09, whereas the impact on income tax expense for the nine-month period ended April 30, 2018 from tax charges primarily related to the enactment of U.S. tax legislation was a reduction of approximately \$0.40 of earnings per diluted Class A Nonvoting Common Share.

Sales for the nine-month period ended April 30, 2018 increased 6.3 percent to \$876.4 million compared to \$824.1 million in the same period last year. By segment, sales increased 6.7 percent in Identification Solutions and 5.6 percent in Workplace Safety, which consisted of organic sales growth of 3.7 percent in Identification Solutions and an organic sales decline of 0.1 percent in Workplace Safety.

#### Commentary:

"Our continued focus on innovation and the development of high-quality products resulted in organic sales growth of 3.2 percent in the quarter, which was driven by both the Identification Solutions and Workplace Safety businesses. This marks our fourth consecutive quarter of organic sales growth and our eleventh consecutive quarter of year-over-year pre-tax earnings growth. We take a consistent and balanced approach to driving organic sales growth while executing sustainable efficiency gains throughout our global operations and SG&A structure," said Brady's President and Chief Executive Officer, J. Michael Nauman. "We expect this positive organic sales trend to continue as we launch innovative new products in our Identification Solutions business, and as our Workplace Safety business returns to consistent quarterly organic sales growth and realizes benefits over the long-term due to its product innovation efforts."

"Our cash generation remains strong," said Brady's Chief Financial Officer, Aaron Pearce. "Even after significantly increasing our investments in research and development, we still increased our net cash provided by operating activities by 23.6% this quarter and significantly increased our investments in capital expenditures. We also repaid \$11.7 million in debt and finished in a net cash position of \$72.7 million as of April 30, 2018. Our strong balance sheet provides us with significant flexibility for investing in opportunities to drive long-term value for our shareholders."

#### Fiscal 2018 Guidance:

The Company is tightening its full year fiscal 2018 earnings per diluted Class A Nonvoting Common Share guidance from its previous range of \$1.90 to \$2.00 to a range of \$1.95 to \$2.00, exclusive of tax charges primarily related to the enactment of the U.S. Tax Cuts and Jobs Act of 2017. Included in this guidance is low-single digit organic sales growth, depreciation and amortization expense of approximately \$26 million, and capital expenditures of approximately \$20 to \$25 million during the year ending July 31, 2018. The Company expects its full-year income tax rate, exclusive of charges primarily related to the enactment of the U.S. Tax Cuts and Jobs Act of 2017, to range from approximately 27 percent to 29 percent. The full benefit of the enactment of U.S. tax legislation will not be realized until next fiscal year. This guidance is based upon foreign exchange rates as of April 30, 2018.

A webcast regarding Brady's fiscal 2018 third quarter financial results will be available at <a href="https://www.bradycorp.com/investors">www.bradycorp.com/investors</a> beginning at 9:30 a.m. Central Time today.

Brady Corporation is an international manufacturer and marketer of complete solutions that identify and protect people, products and places. Brady's products help customers increase safety, security, productivity and performance and include high-performance labels, signs, safety devices, printing systems and software. Founded in 1914, the Company has a diverse customer base in electronics, telecommunications, manufacturing, electrical, construction, medical, aerospace and a variety of other industries. Brady is headquartered in Milwaukee, Wisconsin and as of July 31, 2017, employed approximately 6,300 people in its worldwide businesses. Brady's fiscal 2017 sales were approximately \$1.11 billion. Brady stock trades on the New York Stock Exchange under the symbol BRC. More information is available on the Internet at <a href="https://www.bradycorp.com">www.bradycorp.com</a>.

In this news release, 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; Brady's ability to retain large customers; extensive regulations by U.S. and non-U.S. governmental and self-regulatory entities; Brady's ability to execute facility consolidations and maintain acceptable operational service metrics; litigation, including product liability claims; 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; 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; Brady's ability to meet certain financial covenants required by our debt agreements; 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

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.

## BRADY CORPORATION AND SUBSIDIARIES CONSOLIDATED STATEMENTS OF EARNINGS (Unaudited; Dollars in thousands, except per share data)

	Three months ended April 30,			Nine months e		ended April 30,	
		2018	2017		2018		2017
Net sales	\$	298,421	\$ 275,927	\$	876,352	\$	824,104
Cost of products sold		147,339	136,018		435,513		409,679
Gross margin		151,082	139,909		440,839		414,425
Operating expenses:							
Research and development		11,678	9,950		33,512		28,577
Selling, general and administrative		101,695	98,409		299,411		291,128
Total operating expenses		113,373	108,359		332,923		319,705
Operating income		37,709	31,550		107,916		94,720
Other income (expense):							
Investment and other income		31	453		1,303		560
Interest expense	_	(761)	(1,375)		(2,453)		(4,565)
Earnings before income taxes		36,979	30,628		106,766		90,715
Income tax expense		10,979	 8,075	_	50,657		20,312
Net earnings	\$	26,000	\$ 22,553	\$	56,109	\$	70,403
Net earnings per Class A Nonvoting Common Share:							
Basic	\$	0.50	\$ 0.44	\$	1.09	\$	1.38
Diluted	\$	0.49	\$ 0.43	\$	1.07	\$	1.36
Dividends	\$	0.21	\$ 0.21	\$	0.62	\$	0.62
Net earnings per Class B Voting Common Share:							
Basic	\$	0.50	\$ 0.44	\$	1.07	\$	1.37
Diluted	\$	0.49	\$ 0.43	\$	1.05	\$	1.34
Dividends	\$	0.21	\$ 0.21	\$	0.61	\$	0.60
Weighted average common shares outstanding (in thousands):							
Basic		51,747	51,227		51,628		50,972
Diluted		52,729	52,201		52,610		51,882

<u>.                                      </u>	AĮ	oril 30, 2018	J	July 31, 2017
<u>ASSETS</u>				
Current assets:				
Cash and cash equivalents	\$	130,903	\$	133,944
Accounts receivable—net		161,319		149,638
Inventories:				
Finished products		72,809		69,760
Work-in-process		20,126		18,117
Raw materials and supplies		22,598		19,147
Total inventories		115,533		107,024
Prepaid expenses and other current assets		17,295		17,208
Total current assets		425,050		407,814
Other assets:				
Goodwill		435,426		437,69
Other intangible assets		48,036		53,070
Deferred income taxes		8,688		35,450
Other		17,758		18,07
Property, plant and equipment:				
Cost:				
Land		7,332		7,470
Buildings and improvements		98,005		98,22
Machinery and equipment		268,736		261,19
Construction in progress		6,557		4,109
		380,630		370,999
Less accumulated depreciation		282,181		272,896
Property, plant and equipment—net		98,449		98,103
Fotal	\$	1,033,407	\$	1,050,223
<u>LIABILITIES AND STOCKHOLDERS' INVESTMENT</u>				
Current liabilities:				
Notes payable	\$	_	\$	3,228
Accounts payable		68,627		66,81
Wages and amounts withheld from employees		56,995		58,192
Wages and amounts withheld from employees  Taxes, other than income taxes		56,995 7,772		58,192 7,970
Wages and amounts withheld from employees  Taxes, other than income taxes  Accrued income taxes		56,995 7,772 5,564		58,192 7,970 7,373
Wages and amounts withheld from employees  Taxes, other than income taxes  Accrued income taxes  Other current liabilities		56,995 7,772 5,564 42,436	_	58,192 7,970 7,373 43,610
Wages and amounts withheld from employees Taxes, other than income taxes Accrued income taxes Other current liabilities Total current liabilities		56,995 7,772 5,564 42,436 181,394		58,192 7,970 7,373 43,611 187,198
Wages and amounts withheld from employees Taxes, other than income taxes Accrued income taxes Other current liabilities Total current liabilities Long-term obligations		56,995 7,772 5,564 42,436 181,394 58,157	_	58,192 7,970 7,373 43,618 187,190 104,530
Wages and amounts withheld from employees Taxes, other than income taxes Accrued income taxes Other current liabilities  Total current liabilities Long-term obligations Other liabilities	_	56,995 7,772 5,564 42,436 181,394 58,157 59,209		58,192 7,970 7,373 43,618 187,190 104,530 58,348
Wages and amounts withheld from employees Taxes, other than income taxes Accrued income taxes Other current liabilities  Total current liabilities Long-term obligations Other liabilities Total liabilities	_	56,995 7,772 5,564 42,436 181,394 58,157		58,192 7,970 7,373 43,618 187,190 104,530 58,348
Wages and amounts withheld from employees Taxes, other than income taxes Accrued income taxes Other current liabilities  Total current liabilities Long-term obligations Other liabilities Total liabilities Stockholders' investment:		56,995 7,772 5,564 42,436 181,394 58,157 59,209		58,192 7,970 7,373 43,618 187,198 104,530 58,348
Wages and amounts withheld from employees  Taxes, other than income taxes  Accrued income taxes Other current liabilities  Total current liabilities  Long-term obligations Other liabilities  Total liabilities  Stockholders' investment: Common Stock:	_	56,995 7,772 5,564 42,436 181,394 58,157 59,209	_	58,192 7,970 7,373 43,618 187,198 104,530 58,348
Wages and amounts withheld from employees  Taxes, other than income taxes  Accrued income taxes  Other current liabilities  Total current liabilities  Cong-term obligations  Other liabilities  Total liabilities  Stockholders' investment:  Common Stock:  Class A nonvoting common stock—Issued 51,261,487 and 51,261,487 shares, respectively		56,995 7,772 5,564 42,436 181,394 58,157 59,209 298,760		58,192 7,970 7,373 43,618 187,198 104,536 58,349 350,083
Wages and amounts withheld from employees  Taxes, other than income taxes  Accrued income taxes Other current liabilities  Total current liabilities  Long-term obligations Other liabilities  Total liabilities  Stockholders' investment: Common Stock:		56,995 7,772 5,564 42,436 181,394 58,157 59,209 298,760		58,192 7,970 7,373 43,618 187,198 104,536 58,348 350,083
Wages and amounts withheld from employees  Taxes, other than income taxes  Accrued income taxes  Other current liabilities  Total current liabilities  Cong-term obligations  Other liabilities  Total liabilities  Total liabilities  Stockholders' investment:  Common Stock:  Class A nonvoting common stock—Issued 51,261,487 and 51,261,487 shares, respectively and outstanding 48,205,763 and 47,814,818 shares, respectively  Class B voting common stock—Issued and outstanding, 3,538,628 shares		56,995 7,772 5,564 42,436 181,394 58,157 59,209 298,760		58,192 7,970 7,373 43,616 187,196 104,536 58,345 350,083
Wages and amounts withheld from employees  Taxes, other than income taxes  Accrued income taxes  Other current liabilities  Total current liabilities  Long-term obligations  Other liabilities  Total liabilities  Stockholders' investment:  Common Stock:  Class A nonvoting common stock—Issued 51,261,487 and 51,261,487 shares, respectively and outstanding 48,205,763 and 47,814,818 shares, respectively  Class B voting common stock—Issued and outstanding, 3,538,628 shares  Additional paid-in capital		56,995 7,772 5,564 42,436 181,394 58,157 59,209 298,760 513 35 327,401		58,19: 7,97( 7,37; 43,61: 187,19: 104,53: 58,34: 350,08: 51: 3: 322,60:
Wages and amounts withheld from employees  Taxes, other than income taxes  Accrued income taxes  Other current liabilities  Total current liabilities  Long-term obligations  Other liabilities  Total liabilities  Total liabilities  Stockholders' investment:  Common Stock:  Class A nonvoting common stock—Issued 51,261,487 and 51,261,487 shares, respectively and outstanding 48,205,763 and 47,814,818 shares, respectively  Class B voting common stock—Issued and outstanding, 3,538,628 shares		56,995 7,772 5,564 42,436 181,394 58,157 59,209 298,760  513 35 327,401 531,135		58,19: 7,970 7,373 43,614 187,190 104,530 58,344 350,08: 51: 3: 322,600 507,130
Wages and amounts withheld from employees  Taxes, other than income taxes  Accrued income taxes  Other current liabilities  Total current liabilities  Long-term obligations  Other liabilities  Total liabilities  Stockholders' investment:  Common Stock:  Class A nonvoting common stock—Issued 51,261,487 and 51,261,487 shares, respectively and outstanding 48,205,763 and 47,814,818 shares, respectively  Class B voting common stock—Issued and outstanding, 3,538,628 shares  Additional paid-in capital  Earnings retained in the business  Treasury stock—3,055,724 and 3,446,669 shares, respectively of Class A nonvoting common	, , , , , , , , , , , , , , , , , , ,	56,995 7,772 5,564 42,436 181,394 58,157 59,209 298,760  513 35 327,401 531,135 (76,291)		58,192 7,970 7,373 43,618 187,198 104,536 58,349 350,083 513 322,608 507,136 (85,470
Wages and amounts withheld from employees  Taxes, other than income taxes  Accrued income taxes  Other current liabilities  Total current liabilities  Long-term obligations  Other liabilities  Total liabilities  Stockholders' investment:  Common Stock:  Class A nonvoting common stock—Issued 51,261,487 and 51,261,487 shares, respectively and outstanding 48,205,763 and 47,814,818 shares, respectively  Class B voting common stock—Issued and outstanding, 3,538,628 shares  Additional paid-in capital  Earnings retained in the business  Treasury stock—3,055,724 and 3,446,669 shares, respectively of Class A nonvoting common stock, at cost	, , , , , , , , , , , , , , , , , , ,	56,995 7,772 5,564 42,436 181,394 58,157 59,209 298,760  513 35 327,401 531,135		58,192 7,970 7,373 43,618 187,198 104,536 58,349 350,083 513 32,608 507,136

# BRADY CORPORATION AND SUBSIDIARIES CONSOLIDATED STATEMENTS OF CASH FLOWS (Unaudited; Dollars in thousands)

	1	Nine months end		nded April 30,	
		2018		2017	
Operating activities:					
Net earnings	\$	56,109	\$	70,403	
Adjustments to reconcile net income to net cash provided by operating activities:					
Depreciation and amortization		19,047		20,789	
Non-cash portion of stock-based compensation expense		7,581		7,445	
Deferred income taxes		26,501		(2,707)	
Changes in operating assets and liabilities:					
Accounts receivable		(10,710)		(931)	
Inventories		(7,790)		666	
Prepaid expenses and other assets		480		(1,987)	
Accounts payable and accrued liabilities		(133)		754	
Income taxes		(1,863)		(3,270)	
Net cash provided by operating activities		89,222		91,162	
Investing activities:		(4.4.855)		(40.056)	
Purchases of property, plant and equipment Other		(14,755)		(10,856)	
		(197)		38	
Net cash used in investing activities		(14,952)		(10,818)	
Financing activities:					
Payment of dividends		(32,110)		(31,362)	
Proceeds from exercise of stock options		10,011		18,674	
Purchase of treasury stock		(1,278)		_	
Proceeds from borrowing on credit facilities		17,439		154,653	
Repayment of borrowing on credit facilities		(69,012)		(215,068)	
Principal payments on debt		_		(16,371)	
Income tax on equity-based compensation, and other		(2,344)		(512)	
Net cash used in financing activities		(77,294)	_	(89,986)	
Effect of exchange rate changes on cash		(17)		(2,509)	
Net decrease in cash and cash equivalents		(3,041)		(12,151	
Cash and cash equivalents, beginning of period		133,944		141,228	
				,	
Cash and cash equivalents, end of period	\$	130,903	\$	129,077	

# BRADY CORPORATION AND SUBSIDIARIES SEGMENT INFORMATION (Unaudited; Dollars in thousands)

		Three months	ended	April 30,		Nine months	ended April 30,	
		2018		2017		2018		2017
NET SALES	·							
ID Solutions	\$	212,154	\$	196,880	\$	628,291	\$	589,106
Workplace Safety		86,267		79,047		248,061		234,998
Total	\$	298,421	\$	275,927	\$	876,352	\$	824,104
SALES INFORMATION								
ID Solutions								
Organic		3.7%		(0.8)%		3.7 %		0.6 %
Currency		4.1%		(1.5)%		3.0 %		(1.1)%
Total		7.8%		(2.3)%		6.7 %		(0.5)%
Workplace Safety								
Organic		1.7%		(4.6)%		(0.1)%		(2.5)%
Currency		7.4%		(2.9)%		5.7 %		(2.1)%
Total		9.1%		(7.5)%		5.6 %		(4.6)%
Total Company								
Organic		3.2%		(1.9)%		2.7 %		(0.3)%
Currency		5.0%		(1.9)%		3.6 %		(1.4)%
Total		8.2%		(3.8)%		6.3 %		(1.7)%
SEGMENT PROFIT								
ID Solutions	\$	36,970	\$	32,633	\$	106,896	\$	94,676
Workplace Safety		7,537		5,120		21,037		17,615
Total	\$	44,507	\$	37,753	\$	127,933	\$	112,291
SEGMENT PROFIT AS A PERCENT OF SALES	-							
ID Solutions		17.4%		16.6 %		17.0 %		16.1 %
Workplace Safety		8.7%		6.5 %		8.5 %		7.5 %
Total		14.9%		13.7 %	_	14.6 %		13.6 %
		Three months		A 1 20		Nine months		A: 1 20
		2018	ended	2017		2018	enueu	2017
Total segment profit	\$	44,507	\$	37,753	\$	127,933	\$	112,291
Unallocated amounts:	Ψ	11,507	Ψ	37,733	Ψ	127,555	Ψ	112,231
Administrative costs		(6,798)		(6,203)		(20,017)		(17,571
Investment and other income		31		453		1,303		560
Interest expense		(761)		(1,375)		(2,453)		(4,565
Earnings before income taxes	\$	36,979	\$	30,628	\$	106,766	\$	90,715
		-	_				_	-



## 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; Brady's ability to retain large customers; extensive regulations by U.S. and non-U.S. governmental and self-regulatory entities; Brady's ability to execute facility consolidations and maintain acceptable operational service metrics; litigation, including product liability claims; 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; 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; Brady's ability to meet certain financial covenants required by our debt agreements; 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, 2017.

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.



## Q3 F'18 Financial Summary

- Sales increased 8.2% to \$298.4M in Q3 of F'18 compared with \$275.9M in Q3 of F'17.
  - Organic sales increased 3.2%.
  - Foreign currency translation increased sales 5.0%.
- Gross profit margin of 50.6% in Q3 of F'18 compared with 50.7% in Q3 of F'17.
- SG&A expense of \$101.7M (34.1% of sales) in Q3 of F'18 compared with \$98.4M (35.7% of sales) in Q3 of F'17.
- R&D expense of \$11.7M (3.9% of sales) in Q3 of F'18 compared with \$10.0M (3.6% of sales) in Q3 of F'17.
- Earnings before income taxes increased 20.7% to \$37.0M in Q3 of F'18 compared with \$30.6M in Q3 of F'17.
- Net earnings per Class A Diluted Nonvoting Common Share of \$0.49 in Q3 of F'18, compared with \$0.43 in Q3 of F'17.
- Cash flow from operating activities increased 23.6% to \$46.8M in Q3 of F'18 (180% of net earnings), compared to Q3 of F'17.



## Sales Overview



## Q3 F'18 SALES:

- · 3.2% increase in organic sales:
  - · ID Solutions Organic sales increased 3.7%.
  - Workplace Safety Organic sales increased 1.7%.
- 5.0% increase due to foreign currency translation.

## **Q3 F'18 SALES COMMENTARY:**

- ID Solutions Organic sales increased in all three regions.
- Workplace Safety Organic sales increased in all three regions.
- Foreign currency translation had a positive impact on sales in the quarter.



# **Gross Profit Margin**

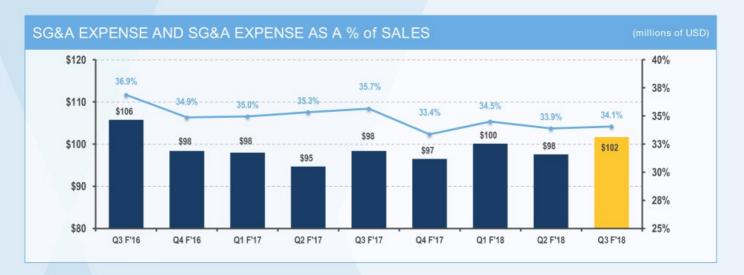


## Q3 F'18 - GROSS PROFIT MARGIN:

- GPM was relatively flat at 50.6% in Q3 of F'18 compared with 50.7% in Q3 of F'17.
- · Operational efficiency gains are generally offsetting any pricing challenges.



# SG&A Expense



## Q3 F'18 - SG&A EXPENSE:

- SG&A expense was \$101.7M (34.1% of sales) in Q3 of F'18 compared to \$98.4M (35.7% of sales) in Q3 of F'17.
- The increase in SG&A expense was driven by foreign currency translation. In constant currencies, SG&A expense was down compared with Q3 of F'17.
- We continue to drive efficiencies in administrative expenses and non-customer facing selling expenses while investing in additional sales-generating resources.



# R&D Expense



## INCREASING OUR INVESTMENT IN RESEARCH & DEVELOPMENT:

- · Investing in R&D to drive future organic sales growth.
- · R&D expenses were up 17.4% in Q3 of F'18 compared to Q3 of F'17.
- · Improved new product pipeline.
- Anticipate R&D expenditures to be up approximately 15% for the full year ending July 31, 2018.



# **Earnings Before Income Taxes**



## **EARNINGS BEFORE INCOME TAXES:**

- Earnings before income taxes increased 20.7% to \$37.0M in Q3 of F'18 compared to \$30.6M in Q3 of F'17.
- The increase in pre-tax earnings was driven by organic sales growth and efficiency gains throughout both the ID Solutions and Workplace Safety businesses.



# Net Earnings & Earnings per Share





## Q3 F'18 - NET EARNINGS & EPS:

- Net earnings increased 15.3% to \$26.0M in Q3 of F'18 compared to \$22.6M in Q3 of F'17.
- Diluted EPS increased 14.0% to \$0.49 in Q3 of F'18 compared to \$0.43 in Q3 of F'17.



## Cash Generation & Uses



(millions of USD)	3 Mos. Ended Apr. 30, 2018		s. Ended 30, 2017	
Cash Balance - Beginning of Period	\$	115.3	\$ 125.2	
Cash Flow from Operating Activities		46.8	37.8	
Capital Expenditures		(6.3)	(3.6)	
Dividends		(10.7)	(10.5)	
Debt Repayments - Net		(11.7)	(26.3)	
Effect of Exchange Rates on Cash		(1.8)	2.9	
Other		(0.7)	3.6	
Cash Balance - End of Period	\$	130.9	\$ 129.1	

## CASH FLOWS IN Q3 OF F'18:

- Cash flow from operating activities was \$46.8M in Q3 of F'18 compared to \$37.8M in Q3 of F'17.
- Free cash flow\* was \$40.5M in Q3 of F'18 compared to \$34.2M in Q3 of F'17.
- Spent \$6.3M on capital projects to expand capabilities and increase efficiencies.
- Returned \$10.7M to our shareholders in the form of dividends in Q3 of F'18.

\* Free Cash Flow is calculated as Net Cash Provided by Operating Activities less Capital Expenditures.



# Net Cash (Debt)



DEBT STRUCTURE		(m	illion	s of USD)
	Interest Rate	 30, 2018 alance		31, 2017 alance
Revolver Borrowings:				112000000000
USD-denominated	-	\$ -	\$	(17.0)
EUR-denominated	0.75%	(3.6)		(34.3)
China Borrowings:				
USD & CNY-denominated	-	-		(3.2)
Private Placements:				
EUR-den. 2010 Series (10-yr.)	4.24%	(54.6)		(53.2)
TOTAL DEBT		\$ (58.2)	\$	(107.7)
Cash and Cash Equivalents		130.9		133.9
NET CASH		\$ 72.7	\$	26.2

## STRONG BALANCE SHEET:

- April 30, 2018 cash = \$130.9M and debt = \$58.2M.
- Net cash increased \$81.6M from April 30, 2017 to April 30, 2018.
- · Balance sheet provides flexibility for future investments.



## Full-Year F'18 Guidance

F'18 Diluted EPS guidance range tightened to \$1.95 to \$2.00.\*

## F'18 Guidance Assumptions:

- · Low-single digit organic sales growth.
- · Full-year depreciation and amortization expense of approximately \$26M.
- Income tax rate of 27% to 29%.\*
- Full-year capital expenditures of approximately \$20M to \$25M.

<sup>\*</sup> Exclusive of \$0.40 per share of tax charges primarily related to the enactment of the U.S. Tax Cuts and Jobs Act.



## Identification Solutions

#### Q3 F'18 vs. Q3 F'17 PERFORMANCE Q3 F'18 Q3 F'17 Change Sales \$ 212.2 \$ 196.9 + 7.8% Segment Profit 32.6 + 13.3% 37.0 Segment Profit % 17.4% 16.6% + 80 pts



## Q3 F'18 SUMMARY:

- · Revenues increased 7.8%:
  - Organic = +3.7%
  - Fx = +4.1%
- Organic sales increased in the mid-single digits in EMEA and Asia and increased in the low-single digits in the Americas.
- R&D expenses up due to increased investments to develop innovative products.
- Segment profit as a percent of sales increased due to ongoing efficiency gains in our operations and general and administrative expense structure.

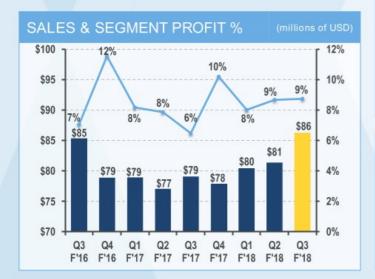
### **OUTLOOK:**

- Expect continued low-to-mid single digit organic sales growth in F'18.
- Expect segment profit to continue to be in the mid-tohigh teens as a percent of sales in F'18.



# Workplace Safety

# Q3 F'18 vs. Q3 F'17 PERFORMANCE (millions of USD) Sales \$ 86.3 \$ 79.0 + 9.1% Segment Profit 7.5 5.1 + 47.2% Segment Profit % 8.7% 6.5% + 220 pts



## Q3 F'18 SUMMARY:

- Revenues increased 9.1%:
  - Organic = +1.7%
  - Fx = +7.4%
- Organic sales increased in the mid-single digits in Australia and increased in the low-single digits in Europe and North America.
- North American business is showing signs of improvement.
- Segment profit as a percent of sales increased due to sales growth and ongoing efficiency gains in our operations and general and administrative expense structure.

## **OUTLOOK:**

- Expect approximately flat to slightly positive organic sales growth in F'18.
- Expect segment profit to continue to be in the high single digits as a % of sales in F'18.



# **Investor Relations**

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