

## Our Vision

To be the world's leading provider of safety solutions that protect workers when life is on the line. We pursue this vision with an unsurpassed commitment to integrity, customer service and product innovation that creates exceptional value for all MSA stakeholders.

## Business of MSA

MSA is in the business of developing, manufacturing and selling innovative products that enhance the safety and health of workers throughout the world. Critical to MSA's mission is a clear understanding of customer processes and safety needs. MSA dedicates significant resources to research which allows the company to develop a keen understanding of customer safety requirements for a diverse range of markets, including the fire service, law enforcement, construction, public utilities, mining, chemical, petroleum, HVAC, hazardous materials remediation, military, and retail. MSA's principal products, each designed to serve the needs of these target markets, include

respiratory protective equipment, thermal imaging cameras, gas and flame detection instruments, ballistic helmets, as well as head, eye, face, hearing, and fall protection products.

MSA was founded in 1914 by John T. Ryan and George H. Deike, two mining engineers who had firsthand knowledge of the terrible human loss that was occurring in underground coal mines at that time. Their knowledge of the mining industry provided the foundation for the development of safety equipment to better protect underground miners. While the range of markets served by MSA has expanded greatly over the years, the founding philosophy of understanding customer safety needs and designing innovative safety equipment solutions remains unchanged.

MSA is headquartered in Cranberry Township, Pennsylvania, with operations employing 5,300 associates throughout the world. A publicly held company, MSA's stock is traded on the New York Stock Exchange under the symbol MSA.

# OUR MISSION

That men and women may work in safety  
and that they, their families and their communities  
may live in health throughout the world.

## About the Cover

A key element of MSA's Corporate Strategy focuses on investing in and growing the "**Core of MSA**" – in other words concentrating on and investing in the "**Core Products**" of MSA that provide a distinct and sustainable competitive advantage. Shown on the cover are our five Core Product Groups: **Fall Protection; Portable Gas Detection and Sensors; Supplied-Air Respirators; Fixed Gas and Flame Detection; and Industrial Head Protection**. In essence, these Core Products represent a set of products, capabilities, channels, and geographies that drive growth at MSA, provide economic value for our company and shareholders, and best leverage our expertise to keep customers safe. Accordingly, they receive the highest levels of investment and resources at MSA, because they promise the greatest return for all.

