



Case study

## GLOBAL IMPACT EQUITY STRATEGY



### MSA Safety

The following case study is a selected example of a recent engagement with a company held in or considered for the portfolio. The example is not meant to be representative of every engagement held, but to illustrate the types of ESG engagements we are having with the managements of our investment companies.

ENHANCING QUALITY OF LIFE

# MSA Safety

## Pressure Points

Approximately 2 million people die each year because of occupational accidents or work-related diseases globally, with around 360 million work-related injuries.<sup>1</sup> The economic burden of poor occupational safety and health practices is estimated to cost around 4% of global gross domestic product each year.<sup>1</sup> Providing a safe working environment has positive implications for employee safety and improved mental and physical health. This can feed through into better organizational performance due to higher employee satisfaction and a safer work environment.

## Impact Thesis

MSA Safety is a leading global manufacturer of safety equipment committed to developing, manufacturing, and supplying safety products. Core products include self-contained breathing apparatus, fixed gas and flame detection systems, portable gas detection instruments, fire and rescue helmets, and fall protection devices. MSA Safety literally saves lives. We report the impact of MSA Safety by estimating the number of incidents avoided due to its industrial helmets and fall protection equipment.

**KPI:** Revenue from protection equipment and research and development spent

## Five Dimensions of Impact

**What:** Protecting workers from injuries and life- and health-threatening incidents.

**Who:** Workers in hazardous industries and life-threatening environments.

**How much:** In financial year 2020, total revenues decreased by 3% from 2019, mainly driven by weakness in its end markets due to the pandemic.<sup>2</sup>

**Contribution:** MSA Safety has developed a reusable respirator for frontline health care workers. It also developed a smart fall protection device, designed specifically to help protect warehouse order pickers as the pandemic increased online orders.

**Risks:** Product reliability is critical, while external risks come from a lack of strong social and regulatory frameworks supporting occupational health and safety.

## Progress Monitoring

Further academic research in the field of health and safety is needed to help quantify the impact of firefighting equipment (helmet, protective gear, and breathing apparatus) and gas detection equipment, which represents 36% and 32%, respectively, of MSA Safety's total financial year 2020 revenue.<sup>2</sup>

## PRIMARY UN SDG



### IMPACT PILLAR

Social Equity and Quality of Life

### IMPACT SUB-PILLAR

Enhancing Quality of Life

### IMPACT JOURNEY

#### Input

USD 229 million revenue from industrial helmets and protection equipment<sup>2</sup>

#### Output

2.3 million units sold in 2020 financial year<sup>3</sup>

#### Outcome

1.3 million workers protected<sup>3</sup>

#### Impact

1,059 incidents avoided<sup>3</sup>

<sup>1</sup> International Labor Organization

<sup>2</sup> Source: 2020 annual report

<sup>3</sup> Net Purpose estimates

---

## Additional Disclosures

The examples shown in the case studies represent the largest active positions in each sub-pillar.

Holdings shown are for illustrative purposes only and are subject to change without notice.

The specific securities identified and described do not represent all of the securities purchased, sold, or recommended for advisory clients, and no assumptions should be made that investments in the securities identified and discussed were or will be profitable. T. Rowe Price may have ongoing business and/or client relationships with the companies mentioned in this report.

---

## Important Information

**This material is being furnished for general informational and/or marketing purposes only.** The material does not constitute or undertake to give advice of any nature, including fiduciary investment advice, nor is it intended to serve as the primary basis for an investment decision. Prospective investors are recommended to seek independent legal, financial and tax advice before making any investment decision. T. Rowe Price group of companies including T. Rowe Price Associates, Inc. and/or its affiliates receive revenue from T. Rowe Price investment products and services. **Past performance is not a reliable indicator of future performance.** The value of an investment and any income from it can go down as well as up. Investors may get back less than the amount invested.

The material does not constitute a distribution, an offer, an invitation, a personal or general recommendation or solicitation to sell or buy any securities in any jurisdiction or to conduct any particular investment activity. The material has not been reviewed by any regulatory authority in any jurisdiction.

Information and opinions presented have been obtained or derived from sources believed to be reliable and current; however, we cannot guarantee the sources' accuracy or completeness. There is no guarantee that any forecasts made will come to pass. The views contained herein are as of the date written and are subject to change without notice; these views may differ from those of other T. Rowe Price group companies and/or associates. Under no circumstances should the material, in whole or in part, be copied or redistributed without consent from T. Rowe Price.

The material is not intended for use by persons in jurisdictions which prohibit or restrict the distribution of the material and in certain countries the material is provided upon specific request. It is not intended for distribution to retail investors in any jurisdiction.

**Canada—** Issued in Canada by T. Rowe Price (Canada), Inc. T. Rowe Price (Canada), Inc.'s investment management services are only available to Accredited Investors as defined under

National Instrument 45-106. T. Rowe Price (Canada), Inc. enters into written delegation agreements with affiliates to provide investment management services.

**USA—** Issued in the USA by T. Rowe Price Associates, Inc., 100 East Pratt Street, Baltimore, MD, 21202, which is regulated by the U.S. Securities and Exchange Commission. For Institutional Investors only.

CCON0116806\_MSA  
202205-2220342

For more information on T. Rowe Price and our investment capabilities, please visit our website:

[troweprice.com](http://troweprice.com)

**T. Rowe Price**<sup>®</sup>  
INVEST WITH CONFIDENCE