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**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**

**March 16, 2021**

Date of Report (date of earliest event reported)

**XPEL, INC.**

**(Exact name of registrant as specified in its charter)**

<b>Nevada</b>	<b>001-38858</b>	<b>20-1117381</b>
(State or other jurisdiction of incorporation or organization)	(Commission File Number)	(I.R.S. Employer Identification No.)

<b>618 W. Sunset Road</b>	<b>78216</b>
San Antonio	Texas
(Address of Principal Executive Offices)	(Zip Code)

Registrant's telephone number, including area code: (210) 678-3700

(Former name or former address, if changed since last report.)

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 (see General Instruction A.2. below):

- 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))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, par value \$0.001 per share	XPEL	The Nasdaq Stock Market LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

### **Item 7.01 Regulation FD Disclosure**

XPEL, Inc. intends to use the materials attached to this report as Exhibit 99.1 in upcoming investor presentations. The furnishing of these materials is not intended to constitute a representation that such furnishing is required by Regulation FD or other securities laws, or that the presentation materials include material investor information that is not otherwise publicly available. In addition, XPEL does not assume any obligation to update such information in the future.

The information in this Report (including Exhibit 99.1) is furnished pursuant to Item 7.01 and shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of the Section. The information in this Report will not be deemed an admission as to the materiality of any information required to be disclosed solely to satisfy the requirements of Regulation FD.

### **Item 9.01. Financial Statements and Exhibits**

#### **(d) Exhibits**

The following exhibit is to be filed as part of this Form 8-K:

<b>EXHIBIT NO.</b>	<b>IDENTIFICATION OF EXHIBIT</b>
99.1	<a href="#"><u>March 2021 Presentation</u></a>

#### **SIGNATURES**

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.

**XPEL, Inc.**

Dated: March 17, 2021

By: /s/ Barry R. Wood

Barry R. Wood

Senior Vice President and Chief Financial Officer

# INVESTOR PRESENTATION

...XPEL

MARCH 2021



## FORWARD LOOKING STATEMENT

This Presentation contains certain forward-looking statements in respect of various matters including upcoming events that involve known and unknown risks and uncertainties that are beyond the control of Management. Those risks and uncertainties include, among other things, risks related to: share prices, liquidity, credit worthiness, currency, insurance, dilution, ability to access capital markets, interest rates, dependence on key personnel and environmental matters. Management believes that the expectations reflected in forward-looking statements are based upon reasonable assumptions and information currently available; however, Management can give no assurance that actual results will be consistent with these forward-looking statements. Factors and assumptions that were applied in drawing conclusions and could cause actual results, performance, or achievements to differ materially from those expressed or implied by forward-looking statements, include, but are not limited to, general economic conditions, competition, availability of manufacturing supply or quality, a availability and quality of raw materials, the Company's ability to maintain key employees and other factors identified in the "Risk Factors" section of the Company's Management's Discussion and Analysis (MD&A) available at [www.xpel.com/relations](http://www.xpel.com/relations).

**XPEL**



## **THE LEADER** IN PROTECTIVE FILMS

AUTOMOTIVE  
PAINT PROTECTION FILMS

AUTOMOTIVE  
WINDOW TINT

HOME & OFFICE  
WINDOW FILMS



A BRAND **BUILT**  
OVER 20 YEARS

HEADQUARTERED IN  
SAN ANTONIO, TX

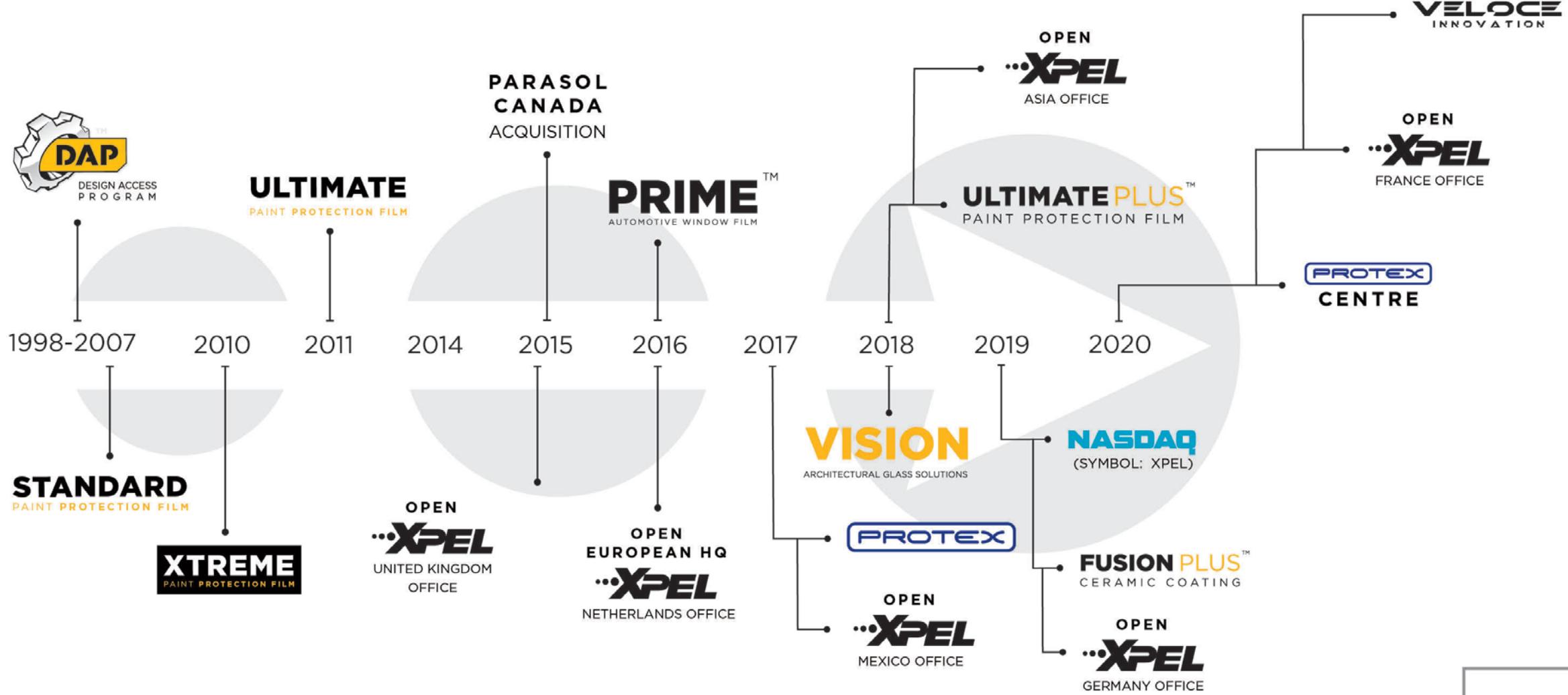
FOUNDED IN 1997

NASDAQ: XPEL

350 FULL TIME EMPLOYEES

GLOBAL OPERATIONS

# HISTORY THAT CONTINUES TO SET THE STANDARDS





## KEY INVESTMENT HIGHLIGHTS

Strong Recognition as Premium Brand

Significant Domestic and International Market Opportunity

Robust Growth, Profitability and Strong Balance Sheet

High Insider Ownership Creates Firm Alignment with Shareholders

Results Driven Management Team With Proven Track Record

# COMPLETE PROTECTION

## ULTIMATE PLUS<sup>TM</sup>

PAINT PROTECTION FILM

### ▼ COVERAGE



BUMPER



HOOD



HEADLIGHTS & FOG LIGHTS



FENDERS



MIRRORS



A-PILLARS & ROOFLINE



DOOR SILL



DOOR EDGES & DOOR CUPS



ROCKER PANELS & REAR WHEEL IMPACT AREA



LUGGAGE STRIP





## AUTOMOTIVE PRODUCTS



### ULTIMATE PLUS<sup>TM</sup> PAINT PROTECTION FILM

Invisible, Cut-To-Fit Protection Film

Protects from Rock Chips,  
Bug Acids, and Road Debris Damage

Professionally Installed New-Car Product



### PRIME<sup>TM</sup> AUTOMOTIVE WINDOW FILM

Film for Heat Rejection,  
Security and Appearance

4 Core Lines of Film,  
Something For Everyone

High-End Products for  
Margin, Differentiation

### FUSION PLUS<sup>TM</sup> CERAMIC COATING

Hydrophobic Coating Applied to PPF and  
Painted Surfaces

Allows for Easy Finished Maintenance and Cleaning

Opportunity for More Revenue Per Car

# END CUSTOMER PPF ECONOMICS

## COVERAGE - FULL CAR



Covers entire car.

**\$4000 - \$6000**

## COVERAGE - FULL FRONT



Covers entire painted front bumper, hood, fenders, headlights and backs of the painted mirrors.

**\$1800 - \$2500**

## COVERAGE - PARTIAL HOOD



Covers 6" - 12" of leading edge of hood.

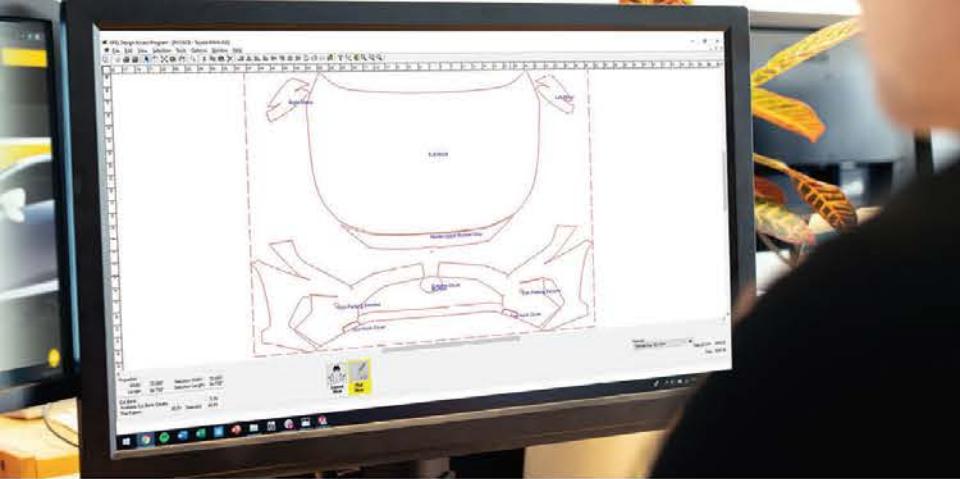
**\$100 - 200**

## FACTORS INFLUENCING PRICING

Coverage

Retail vs Wholesale

Regional Variation



## THE XPEL DIFFERENCE



...**XPEL**  
BRAND PRESENCE

Extensive On and Off-line  
Marketing and Lead  
Generation

Sponsorships, Events and  
Influencer Campaigns

Positions XPEL as the  
Premium Brand



Cloud-Based Application Updated Daily with  
80,000 Vehicle Applications

Pre-Cut Film Prevents Cutting on Car

Reduces Installation Time, Material Waste

...**XPEL**

CERTIFIED TRAINING

Essential to New Customer  
Success and Industry Growth

Corporate Training Facilities  
in 5 Countries

PPF, Automotive Window  
Tint, Architectural Window  
Films, Ceramic Coating

# NON-AUTOMOTIVE PRODUCTS



**VISION**™  
HOME & OFFICE WINDOW FILM

Solar Control and Security for Commercial  
and Residential Applications

Distinct Customer Set, But Similar Profile  
to Automotive

Large Addressable New Market



**RX**™  
ANTIMICROBIAL FILM

Antimicrobial Surface Protection  
Screens, Electronics, Consumer Surfaces  
Primarily B2B Sale and Available to  
Current Customers



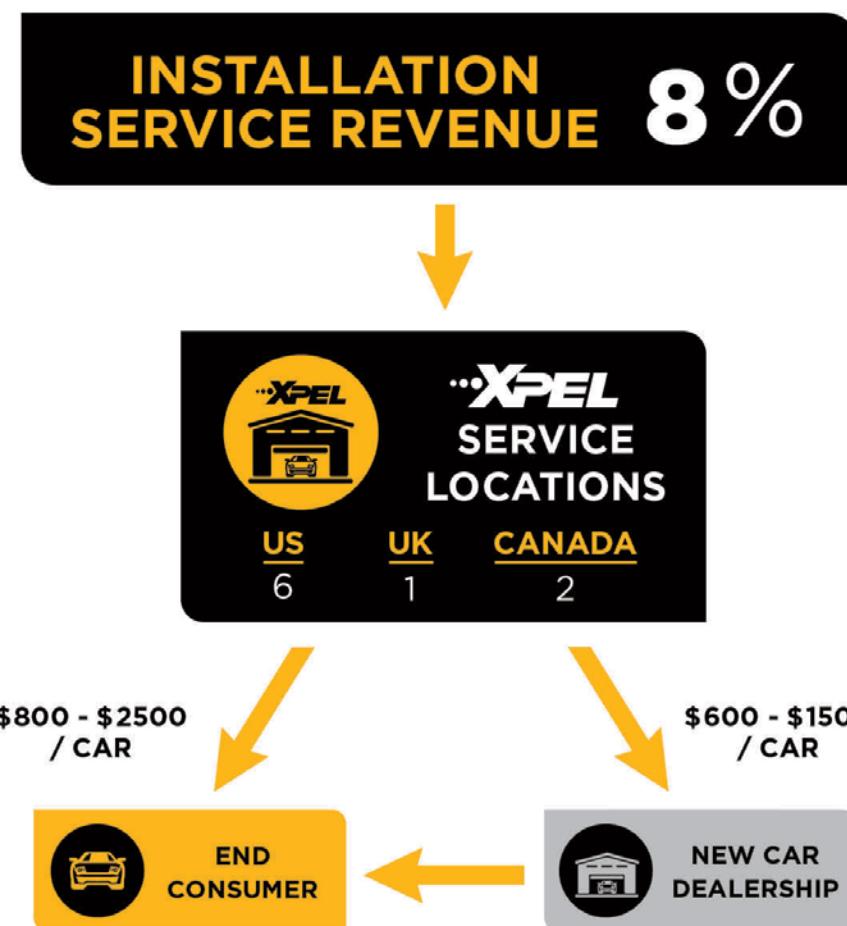
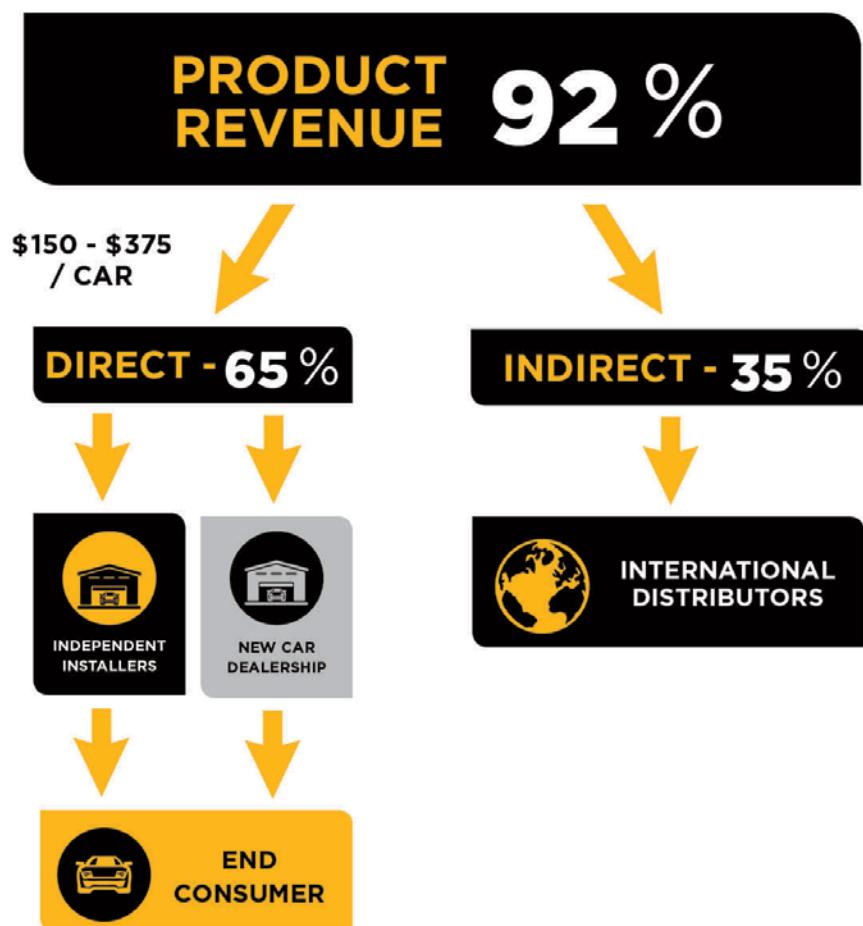
## SURFACE PROTECTION

Sell to a Variety of Niche  
Non-Automotive Uses

Electronics, Stainless Steel, Solid  
Surface Countertops and More

Constantly Evaluating New  
Applications to Elevate Support

# XPEL REVENUE ECOSYSTEM



# STRATEGIC INITIATIVES



## CONTINUE GLOBAL EXPANSION

Operations in 9 Countries

Build Out Sales Team In Under-penetrated Geographies

## DRIVE GLOBAL BRAND AWARENESS

High Visibility At Premium Events

Advertising Placement In Media Consumed By Car Enthusiasts

## EXPAND NON-AUTOMOTIVE PRODUCT PORTFOLIO

Find Opportunities That Leverage The Channel and Brand

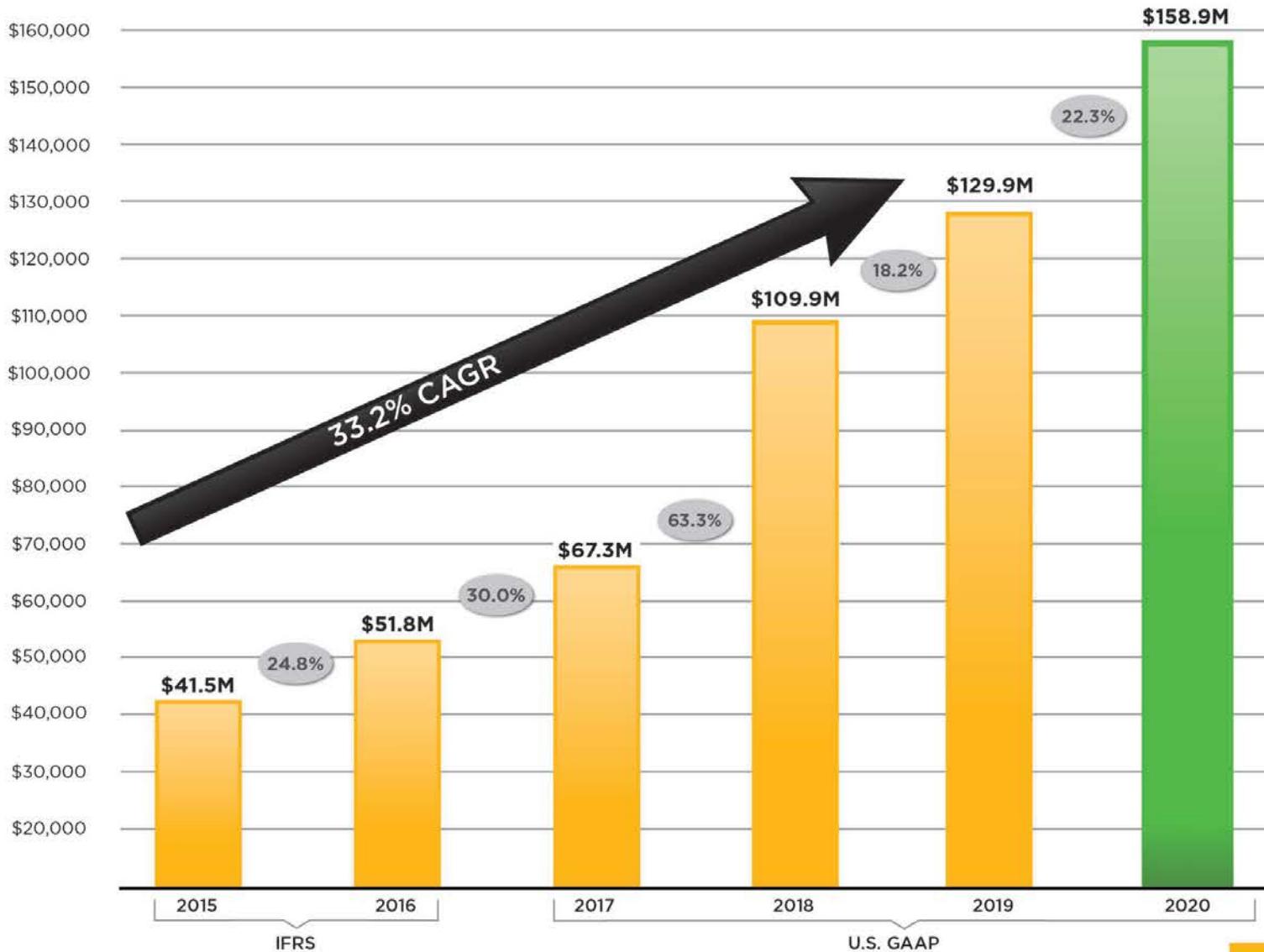
Find Opportunities That Leverage Existing Products & Technology

## CHANNEL EXPANSION VIA ACQUISITION

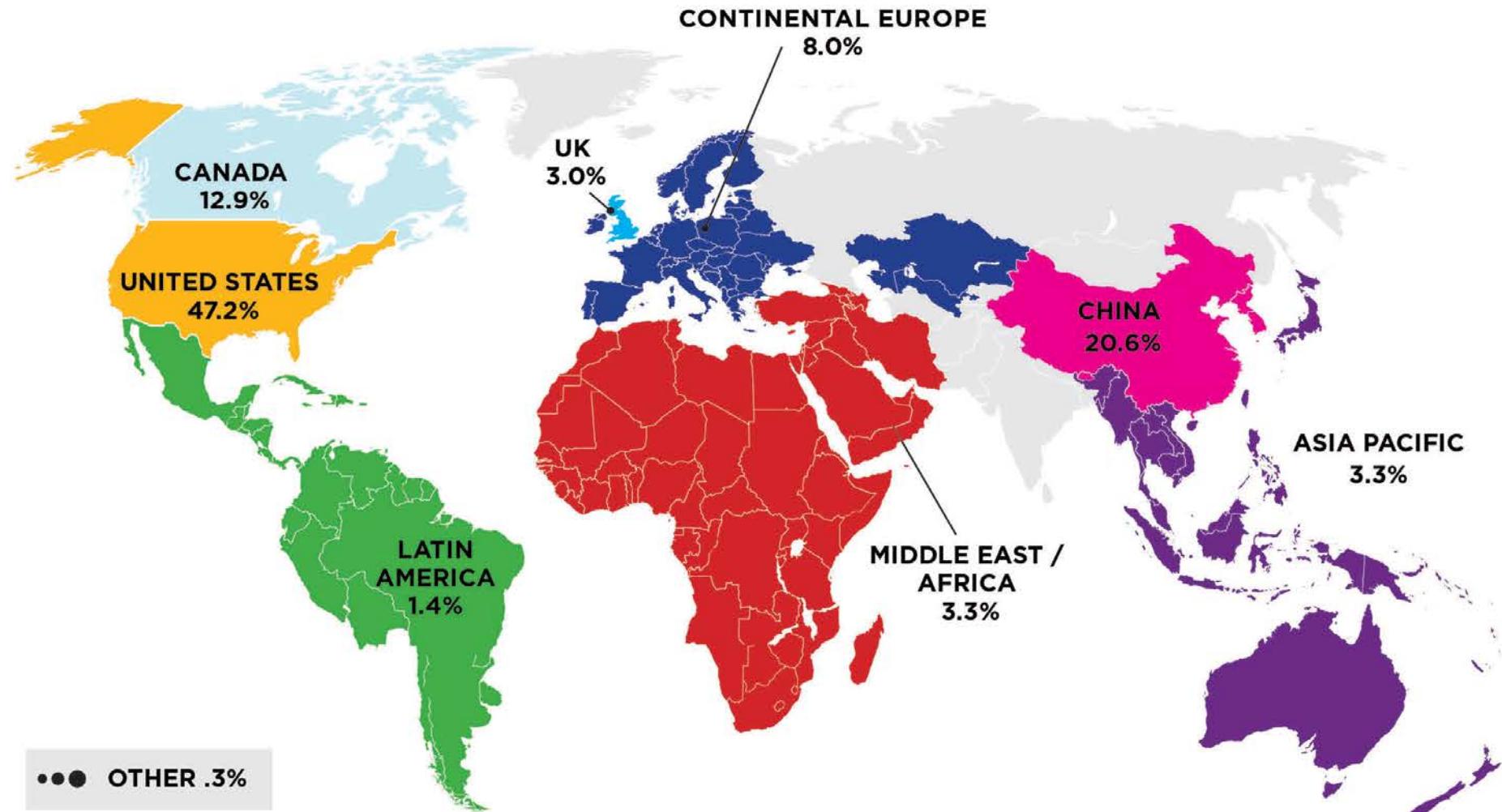
Acquire Select Installation Facilities in Key Markets

Acquire International Partners for Global Reach

## REVENUE TREND IN MILLIONS

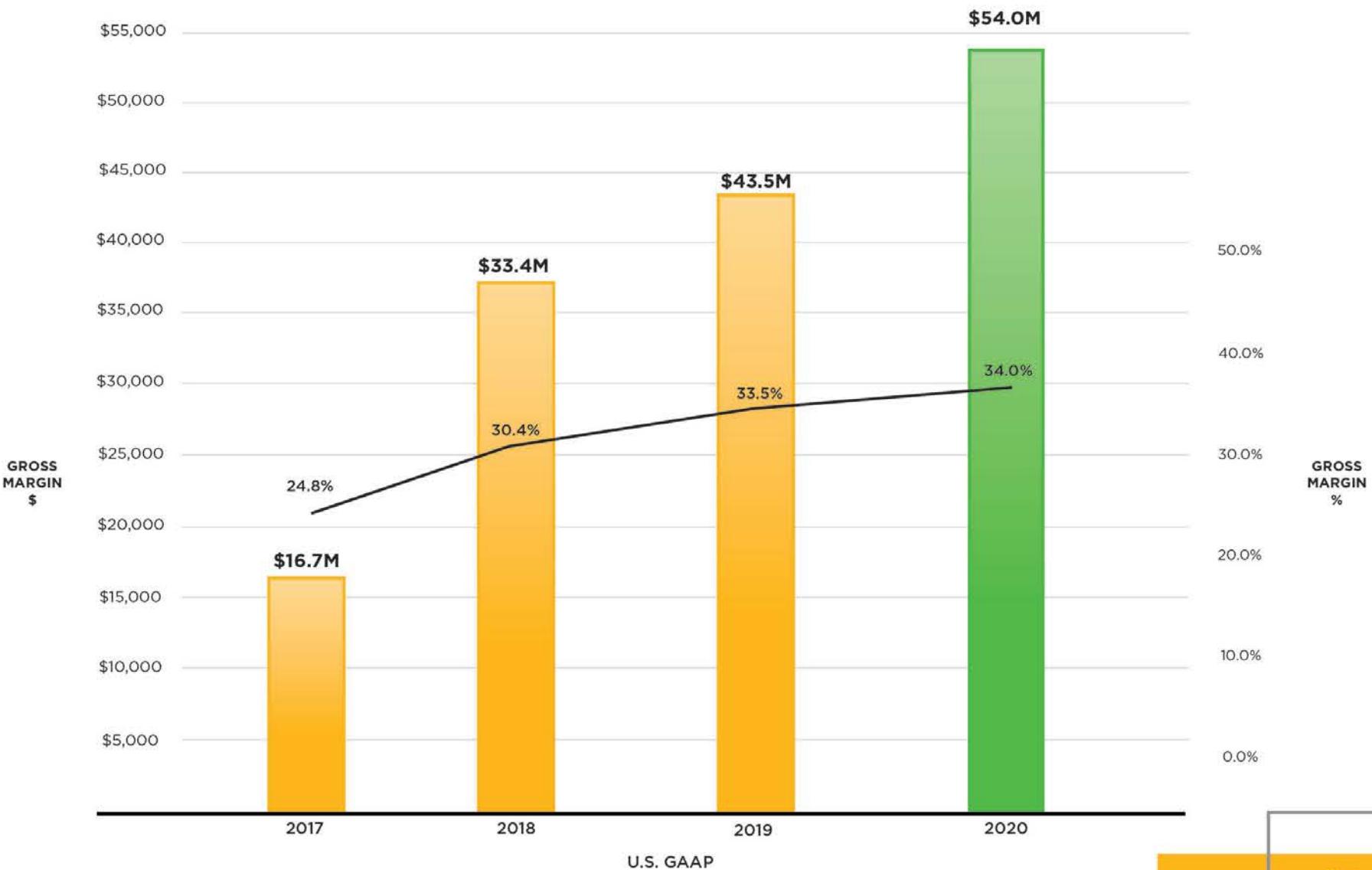


## 2020 SALE MIX BY REGION



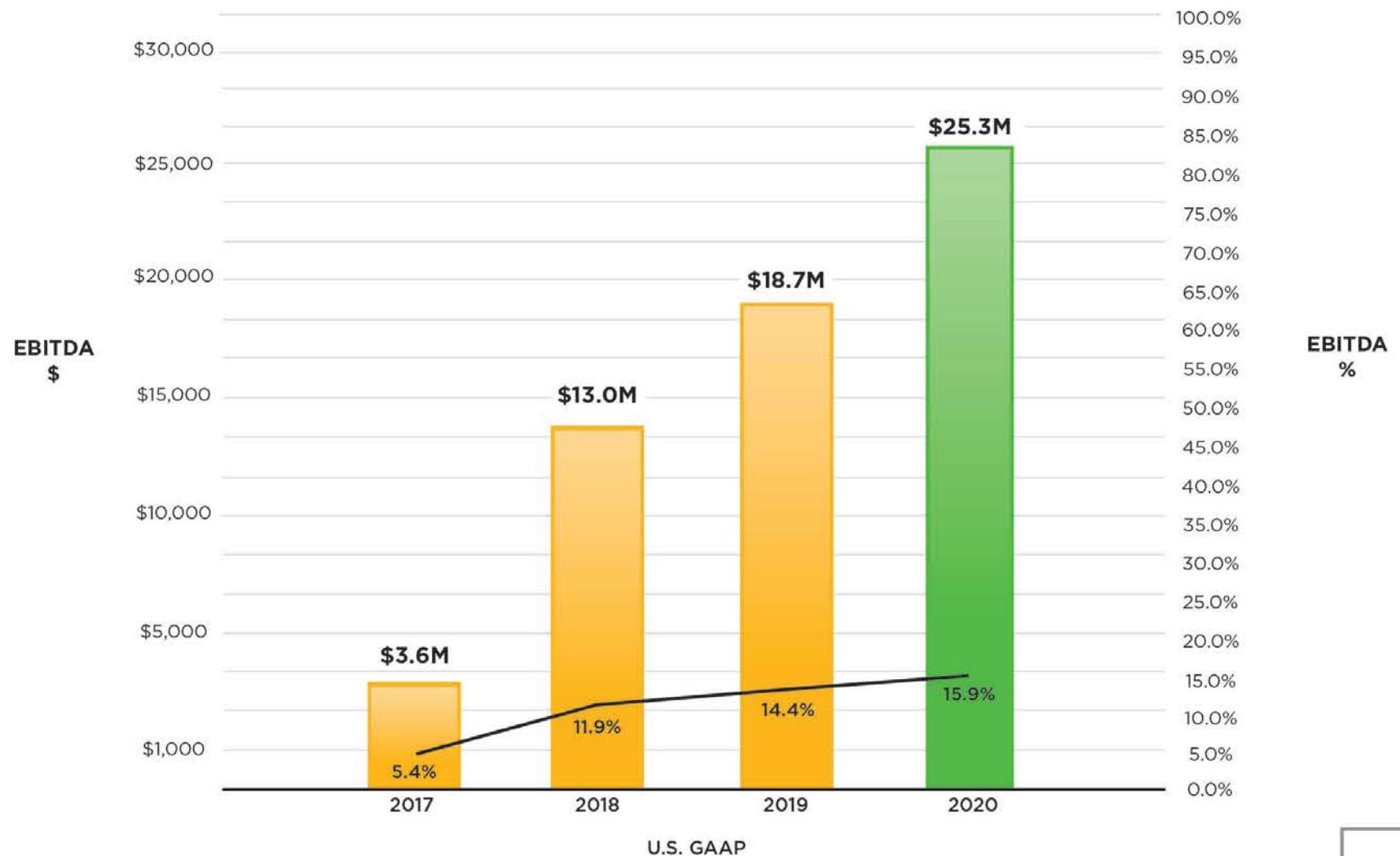
# GROSS MARGIN TREND

IN MILLIONS



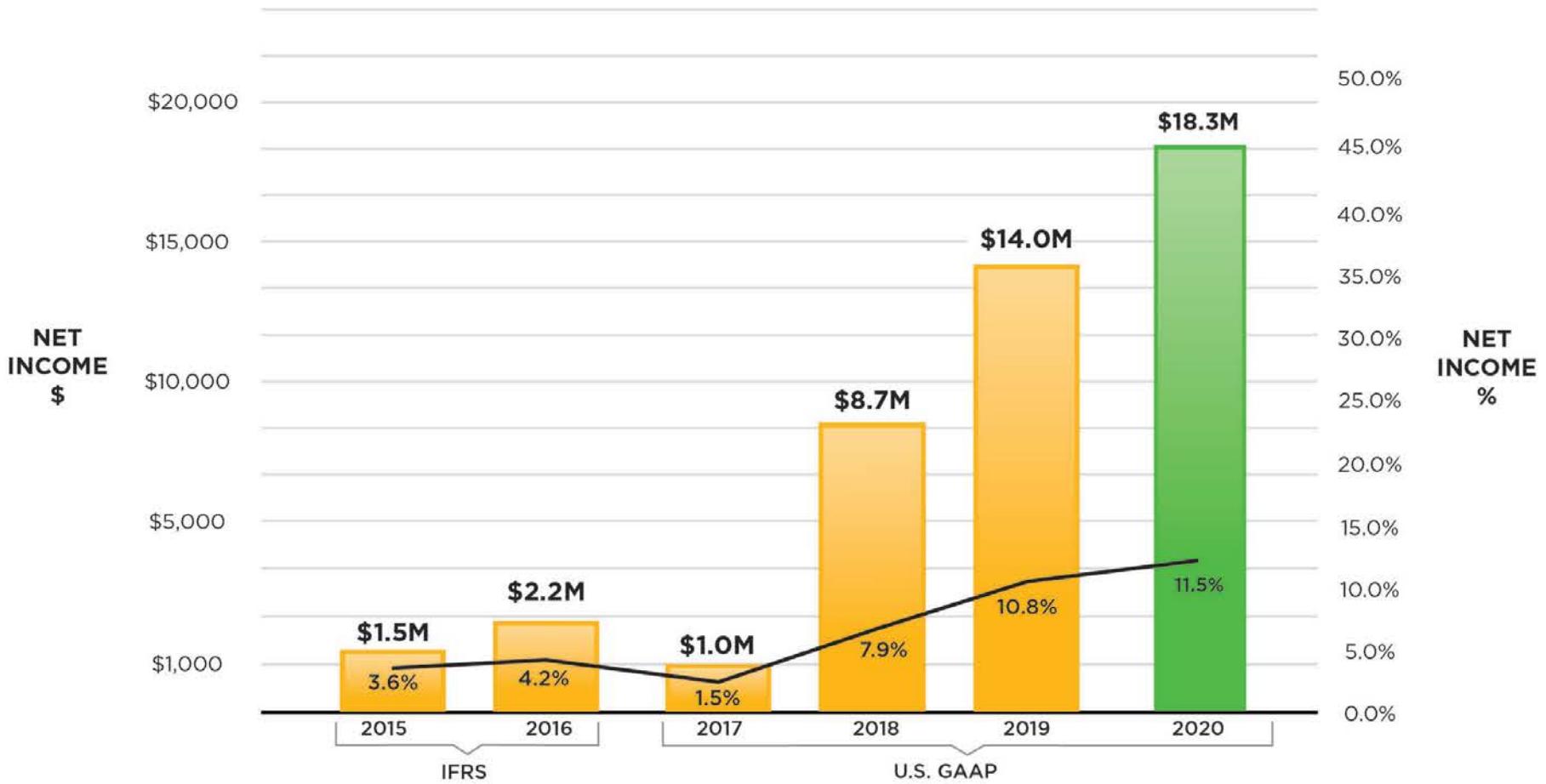


## EBITDA PROFILE IN MILLIONS



# NET INCOME TREND

IN MILLIONS





# STRONG FINANCIAL POSITION

U.S. GAAP - IN MILLIONS

	2018	2019	2020
<b>CASH • CASH EQUIVALENTS</b>	\$4.0 M	\$11.5M	\$29.0M
<b>NET WORKING CAPITAL</b>	\$12.5M	\$24.5M	\$41.6M
<b>ACCOUNTS RECEIVABLE</b>	\$5.6M	\$7.2M	\$9.9M
<b>TOTAL INVENTORY</b>	\$10.8M	\$15.1M	\$22.4M
<b>TOTAL ASSETS</b>	\$30.5M	\$51.6M	\$83.8M
<b>TOTAL DEBT (EXCLUDES LEASE OBLIGATIONS)</b>	\$1.8M	\$0.8M	\$6.1M
<b>CASH FLOW FROM OPS (Q3 YTD)</b>	\$6.8M	\$11.0M	\$18.5M

A close-up photograph of the front left corner of a bright blue car. The car's body is highly reflective, showing highlights from the surrounding environment. The headlight is visible on the left, and the side mirror is partially seen. A yellow diagonal bar runs across the slide, starting from the top edge on the right side.

## **MACRO GROWTH OPPORTUNITIES**

Rock Chips Are Top Consumer Complaint

Paint Protection Film Low Penetration to New Cars Sold

Fragmented Market Provides Opportunity Ripe for Consolidation

Dealerships Need Tangible, Profitable Products

Equivalent Opportunities Domestically & Internationally

...XPEL



APPENDIX



# NON - GAAP MEASURES

## EBITDA RECONCILIATION

U.S. GAAP - IN MILLIONS

	YEAR ENDED	
	Dec. 31, 2020	Dec. 31, 2019
<b>NET INCOME</b>	\$18,281,691	\$13,995,072
<b>INTEREST</b>	\$249,480	\$96,646
<b>TAXES</b>	\$4,522,668	\$2,955,356
<b>DEPRECIATION</b>	\$1,274,095	\$915,918
<b>AMORTIZATION</b>	\$955,937	\$781,105
<b>EBITDA</b>	\$25,283,871	\$18,744,097



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USA  
[XPEL.COM](http://XPEL.COM)

**COMPLETE PROTECTION, UNSEEN.**