

INVESTOR PRESENTATION

...**XPEL**



August 2023



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. Such statements are based on our current expectations and assumptions, which are subject to known and unknown risk factors and uncertainties that could cause our actual results to be materially different from those expressed in these statements. Such factors are discussed in detail in our most recent form 10-K (included under Item 1A: Risk Factors) as filed with the SEC. XPEL undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.

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

898 FULL TIME EMPLOYEES

GLOBAL OPERATIONS

HISTORY THAT CONTINUES TO SET THE STANDARDS

1998-2007



STANDARD
PAINT PROTECTION FILM

2011

ULTIMATE
PAINT PROTECTION FILM

2015

PARASOL
CANADA
ACQUISITION

2017

OPEN
...XPEL
MEXICO OFFICE



2019

OPEN
...XPEL
GERMANY OFFICE

FUSION PLUS™
CERAMIC COATING

NASDAQ
(SYMBOL: XPEL)

2021

PERMAPLAATE®
FILMS, LLC

SHADOWSHIELD
AUTOMOTIVE PROTECTION

SHADOW TINTING

FILMWWRAPS



TintNet, Inc.

invisiFRAME

XTREME
PAINT PROTECTION FILM

OPEN
...XPEL
UNITED KINGDOM
OFFICE

2010

2014

PRIME™
AUTOMOTIVE WINDOW FILM

OPEN
EUROPEAN HQ
...XPEL
NETHERLANDS OFFICE

2016

ULTIMATEPLUS™
PAINT PROTECTION FILM

VISION™
HOME & OFFICE WINDOW FILM

OPEN
...XPEL
ASIA OFFICE

2018

VELOCE
INNOVATION

OPEN
...XPEL
FRANCE OFFICE

PROTEX
CENTRE

2020

OPEN
...XPEL
AUSTRALIA

2022



KEY INVESTMENTS HIGHLIGHTS

Strong Recognition as Premium Brand

Significant Domestic and International Market Opportunity

Robust Growth, Profitability and Strong Balance Sheet

High Insider Ownership

COMPLETE PROTECTION

ULTIMATE PLUSTM

PAINT PROTECTION FILM



▼ COVERAGE



BUMPER



HOOD



HEADLIGHTS & FOG LIGHTS



FENDER



MIRRORS



A-PILLARS & ROOFLINE



DOORSILLS



DOOR CUPS & DOOR EDGES



ROCKER PANELS & REAR WHEEL IMPACT AREA



LUGGAGE STRIP



AUTOMOTIVE PRODUCTS



ULTIMATE PLUSTM PAINT PROTECTION FILM

Invisible, Cut-To-Fit Protection Film

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

Professionally Installed New-Car Product



PRIMETM 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 PLUSTM 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 painted mirrors.

\$1800-\$2500

COVERAGE – PARTIAL HOOD



Covers 6" - 12" of leading of hood.

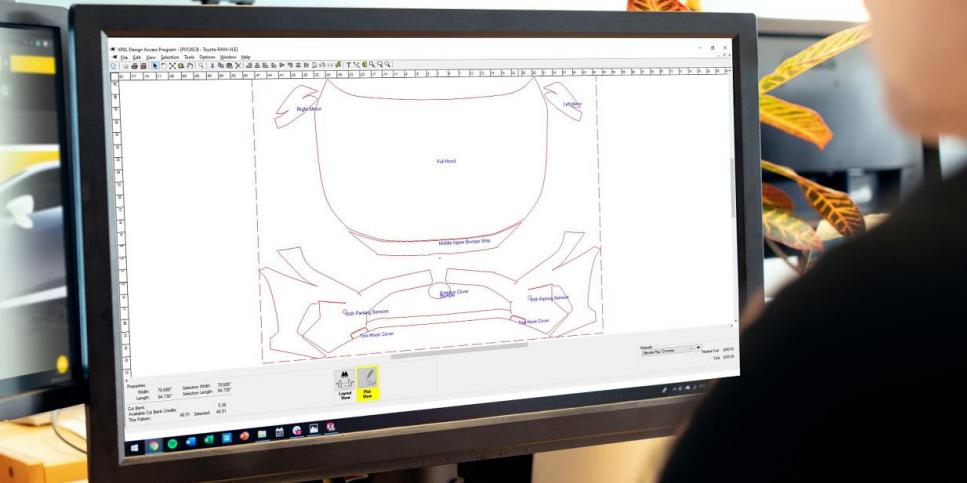
\$100-200

FACTORS INFLUENCING PRICING

Coverage

Retail vs Wholesale

Regional Variation



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

Pre-Cut Film Prevents Cutting on Car

Reduces Installation Time, Material Waste

THE XPEL DIFFERENCE



Essential to New Customer Success and Industry Growth

Corporate Training Facilities in 7 Countries

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



BRAND PRESENCE

Extensive On and Off-line Marketing and Lead Generation

Sponsorships, Events and Influencer Campaigns

Positions XPEL as the Premium Brand

DEALERSHIP SERVICES

Unique Business Model

- Serves only automotive dealership customers
- Primarily window film installation today
- Products are pre-loaded on vehicles prior to sale
- Our labor is housed within the dealership

Opportunity To Penetrate Down Market

Opportunity To Introduce Paint Protection To Dealership

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

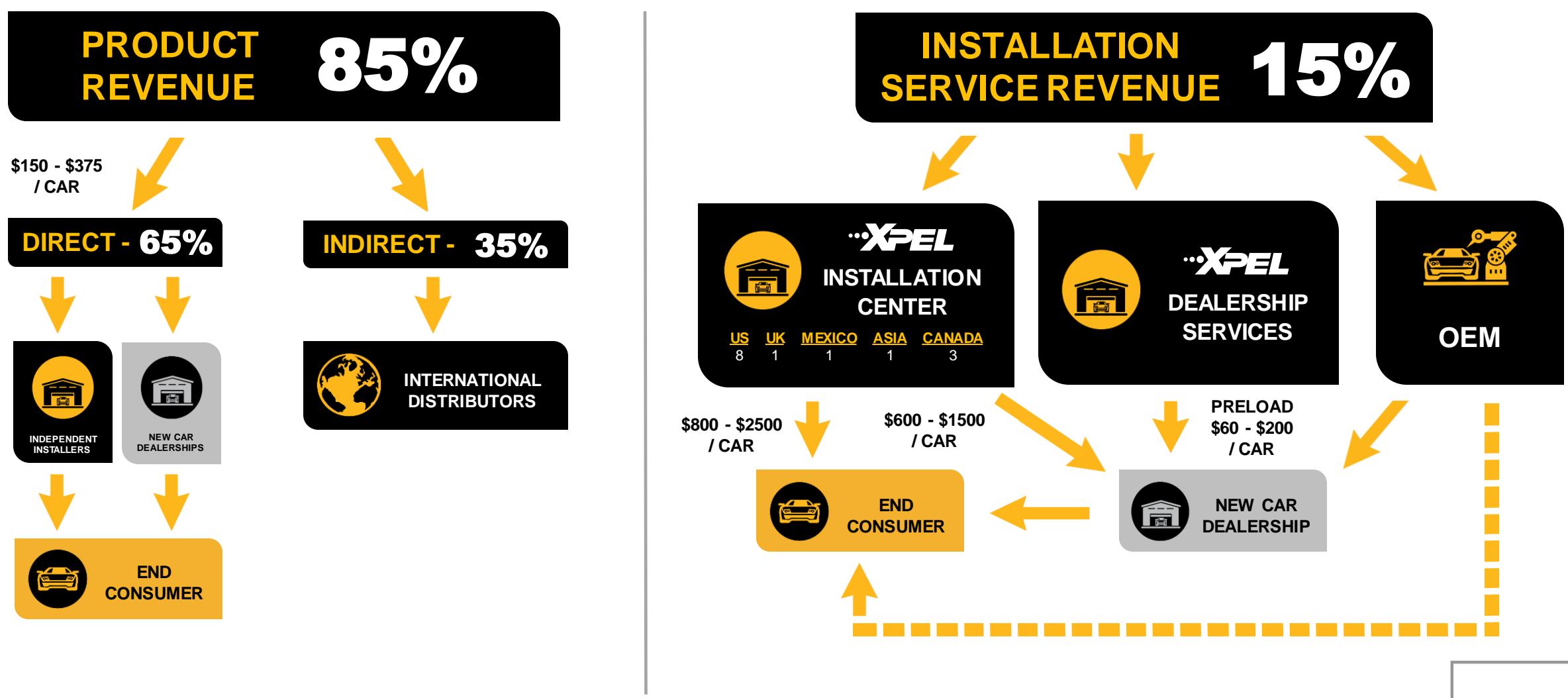
SURFACE PROTECTION

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 10 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

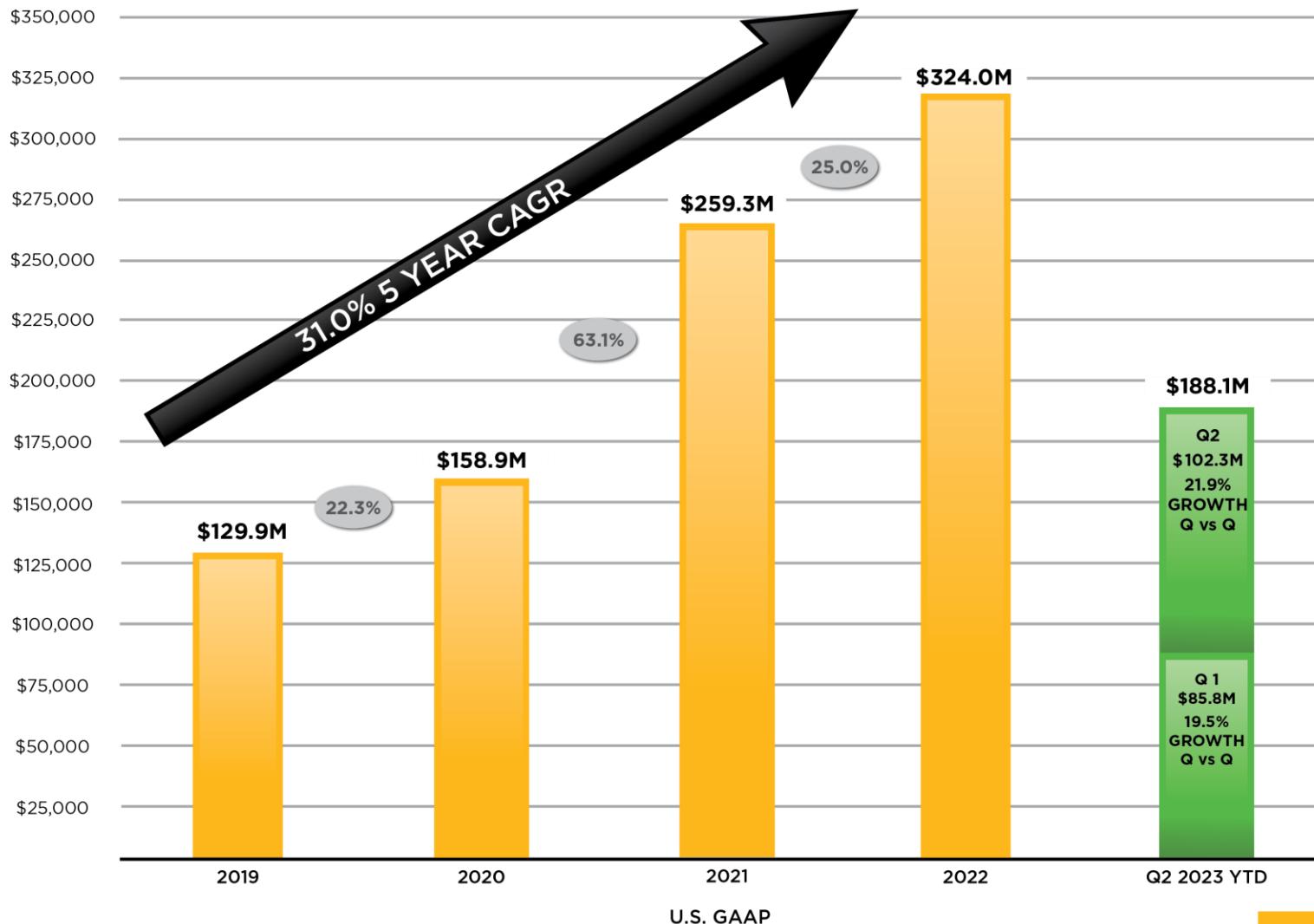
CHANNEL EXPANSION VIA ACQUISITION

Acquire Select Installation Facilities in Key Markets

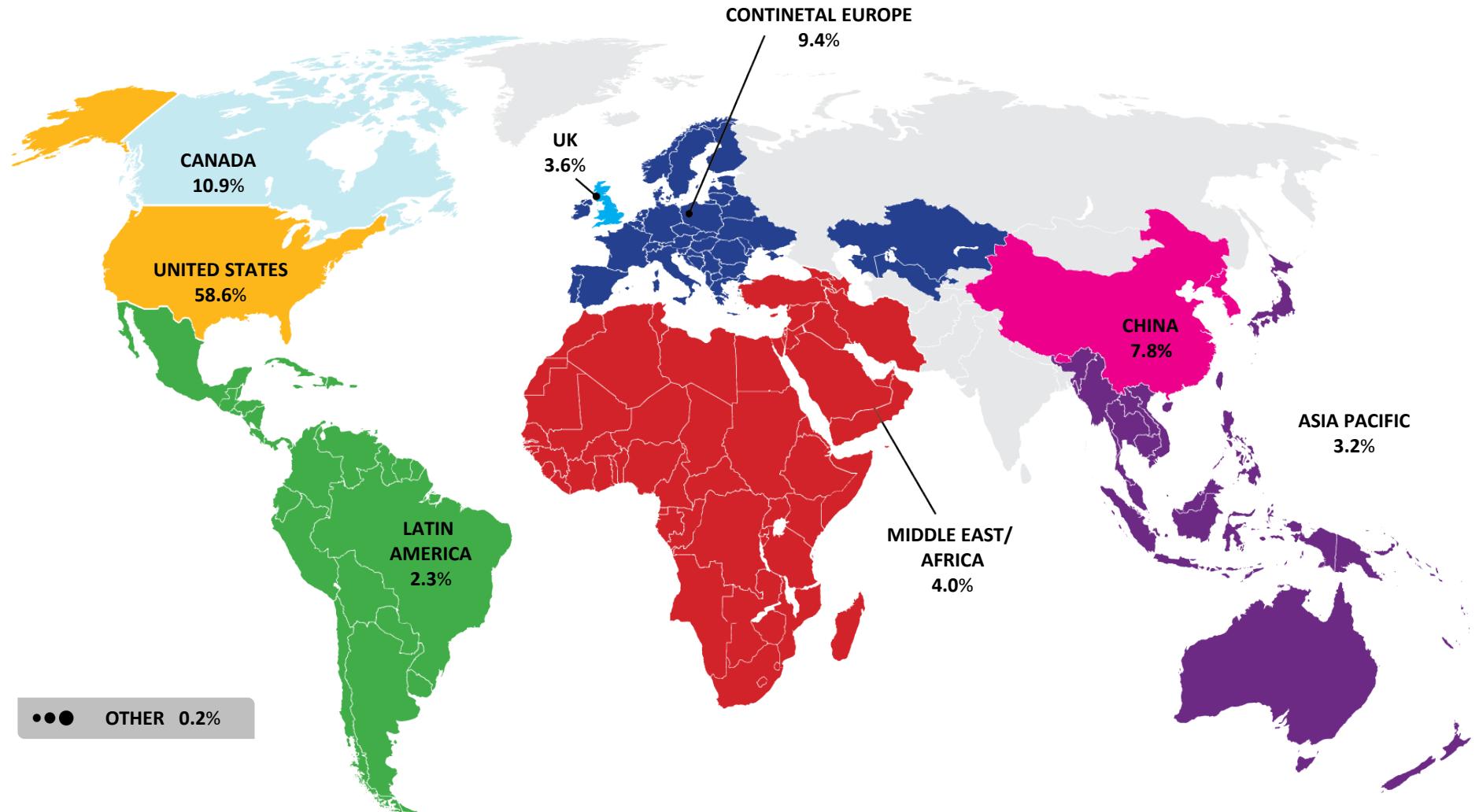
Acquire International Partners for Global Reach

REVENUE TREND

IN MILLIONS

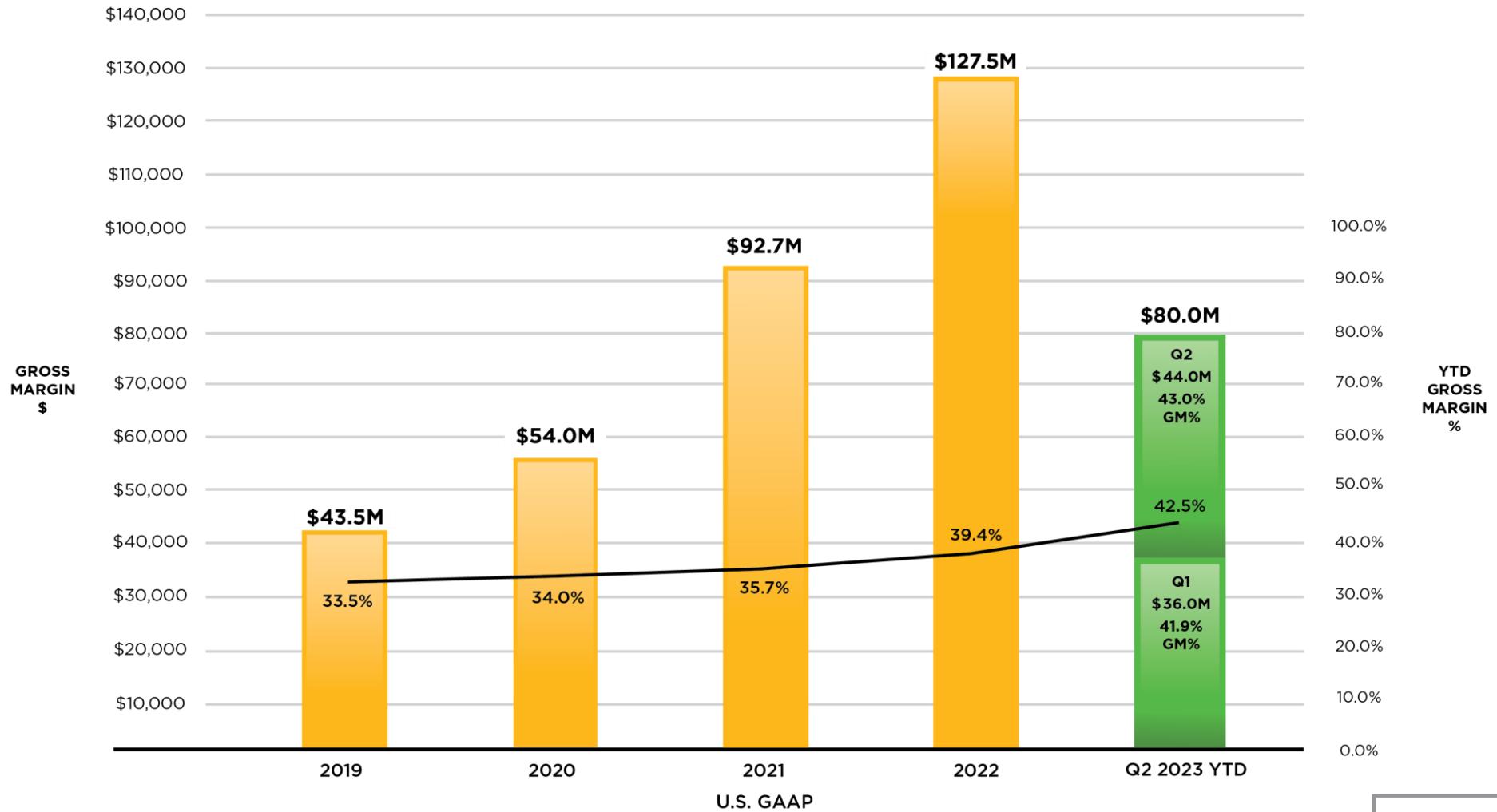


2023 SALES MIX BY REGION



GROSS MARGIN TREND

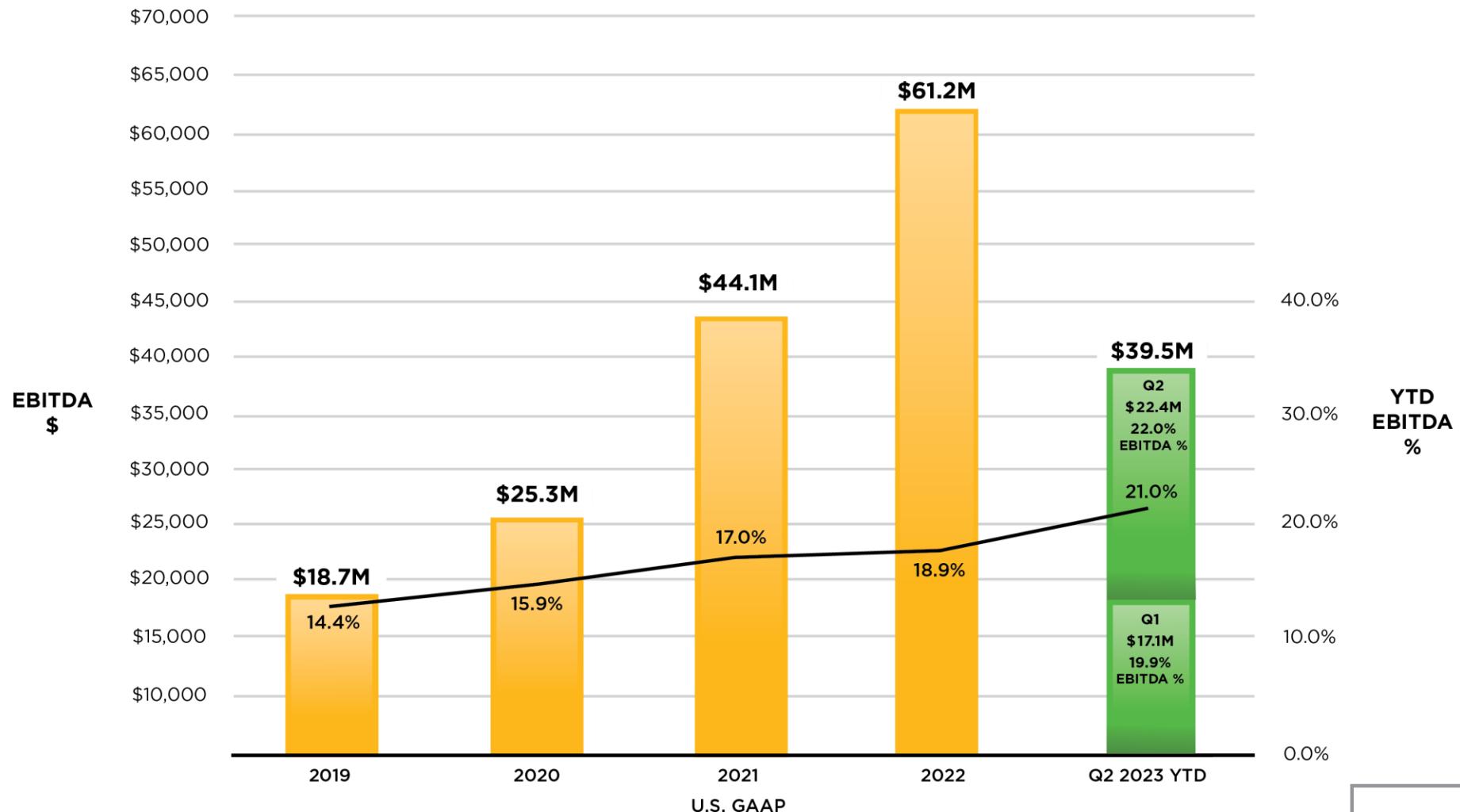
IN MILLIONS





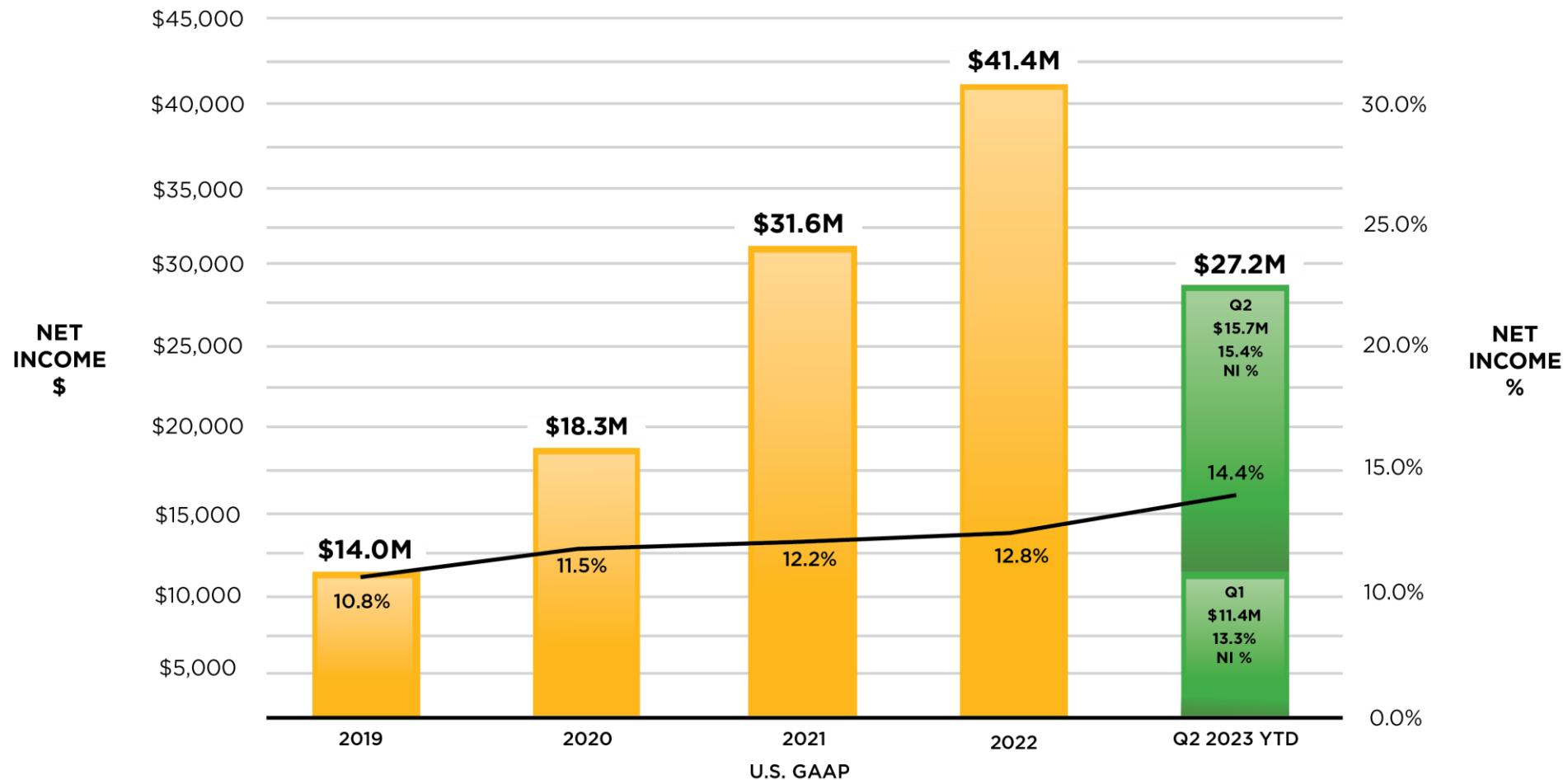
EBITDA PROFILE

IN MILLIONS



NET INCOME TREND

IN MILLIONS





STRONG FINANCIAL POSITION

IN MILLIONS

	2021	2022	Q2 2023
CASH • CASH EQUIVALENTS	\$9.6M	\$8.1M	\$14.3M
NET WORKING CAPITAL	\$42.8M	\$79.4M	\$90.3M
ACCOUNTS RECEIVABLE	\$13.2M	\$14.7M	\$24.0M
TOTAL INVENTORY	\$51.9M	\$80.6M	\$82.7M
TOTAL ASSETS	\$161.0M	\$193.4M	\$216.7M
TOTAL DEBT (EXCLUDES LEASE OBLIGATIONS)	\$25.5M	\$26.1M	\$13.0M
CASH FLOW FROM OPS	\$18.3M	\$12.1M	\$27.4M

A close-up photograph of a blue car's front left corner, showing the headlight and side mirror. The car has a shiny, reflective surface.

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

Down Market Penetration Opportunity With Dealership Services Business

...XPEL



APPENDIX



NON - GAAP MEASURES

EBITDA RECONCILIATION

IN MILLIONS

	YEAR ENDED		2022 YTD	2023 YTD
	Dec 31, 2021	Dec 31, 2022	Jun 30, 2022	Jun 30, 2023
NET INCOME	\$31.6M	\$41.4M	\$19.7M	\$27.2M
INTEREST	\$.3M	\$1.4M	\$.5M	\$.9M
TAXES	\$7.9M	\$10.6M	\$5.1M	\$7.1M
DEPRECIATION	\$1.9M	\$3.4M	\$ 1.6M	\$2.0M
AMORTIZATION	\$2.5M	\$4.4M	\$2.1M	\$2.4M
EBITDA	\$44.1M	\$61.2M	\$29.1M	\$39.5M



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COMPLETE PROTECTION, UNSEEN.