
**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**

November 16, 2020

Date of Report (date of earliest event reported)

XPEL, INC.

(Exact name of registrant as specified in its charter)

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

618 W. Sunset Road San Antonio, Texas	78216
(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:

EXHIBIT NO.	IDENTIFICATION OF EXHIBIT
99.1	<u>November 2020 Presentation</u>

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: November 17, 2020

By: /s/ Barry R. Wood

Barry R. Wood

Senior Vice President and Chief Financial Officer

INVESTOR PRESENTATION

...XPEL

NOVEMBER 2020



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.

...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

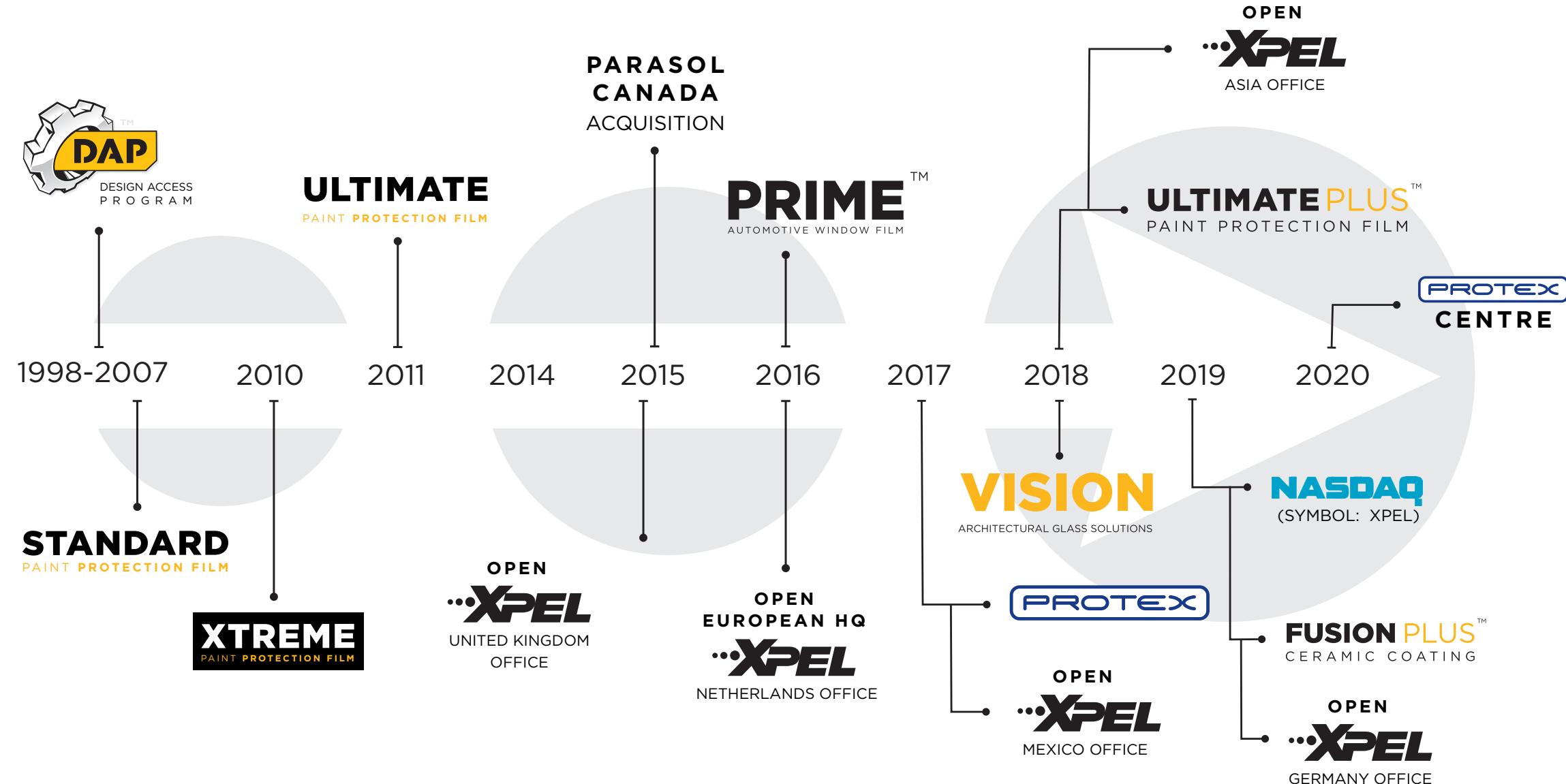
NASDAQ: XPEL

300 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 PLUSTM 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 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 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



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



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



VISIONTM

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



RXTM

ANTIMICROBIAL FILM

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



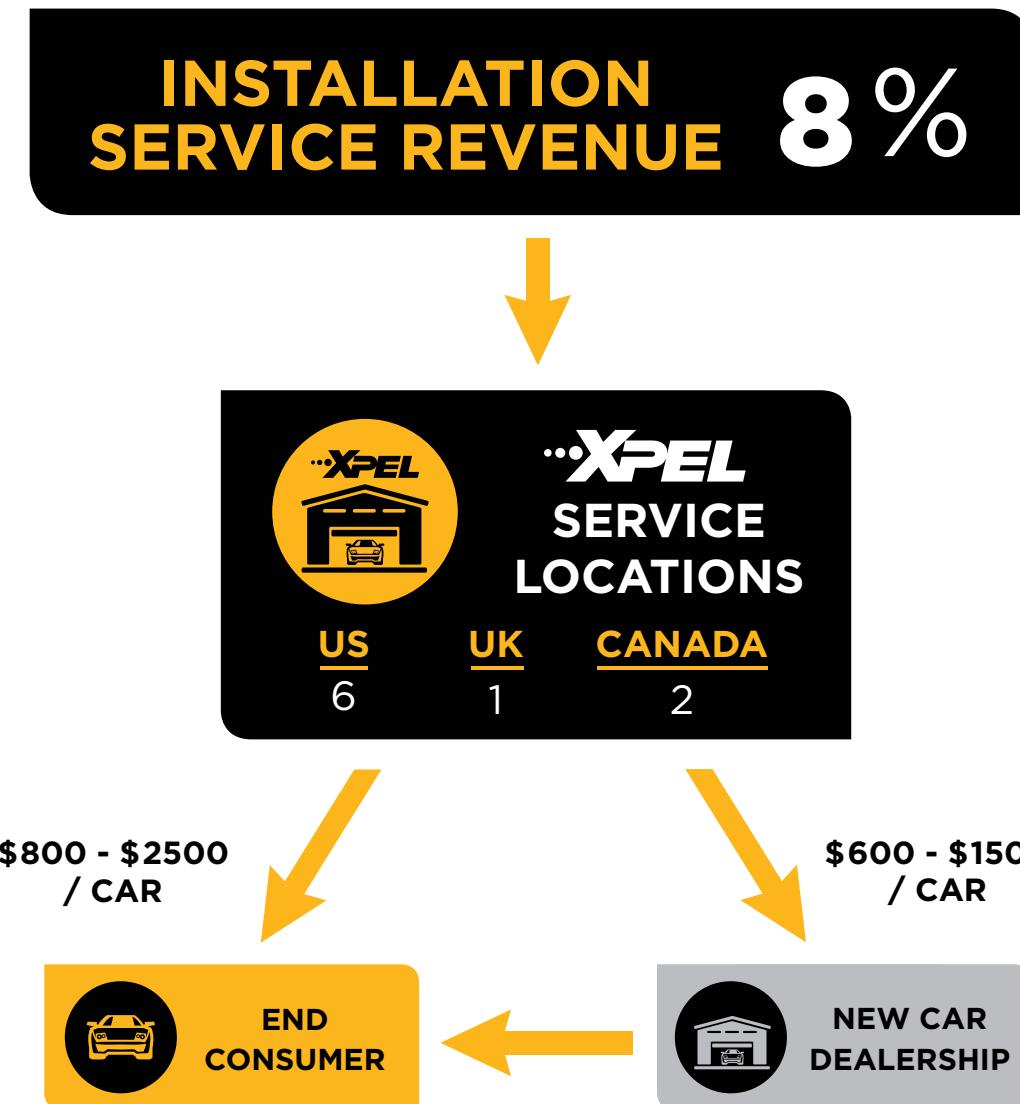
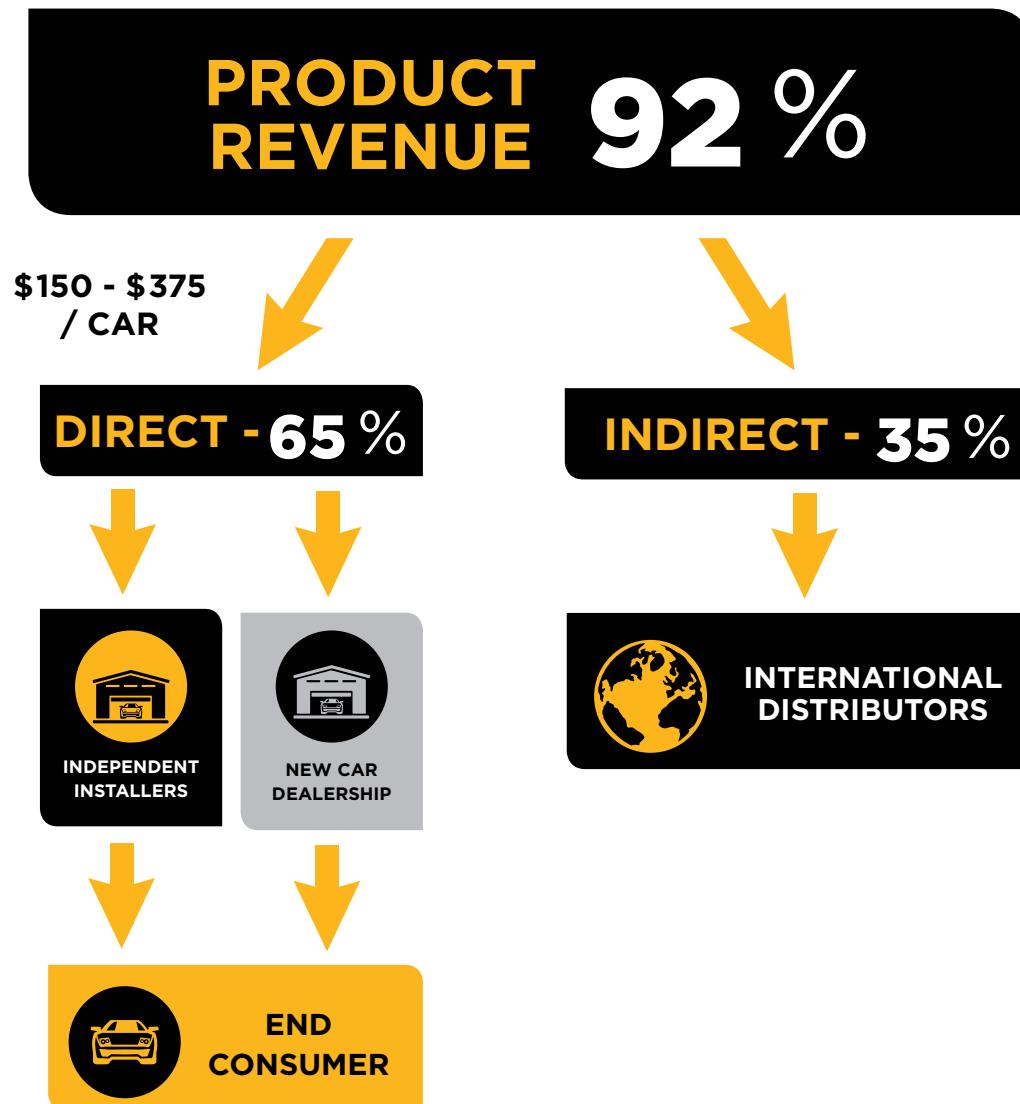
SURFACE PROTECTION

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

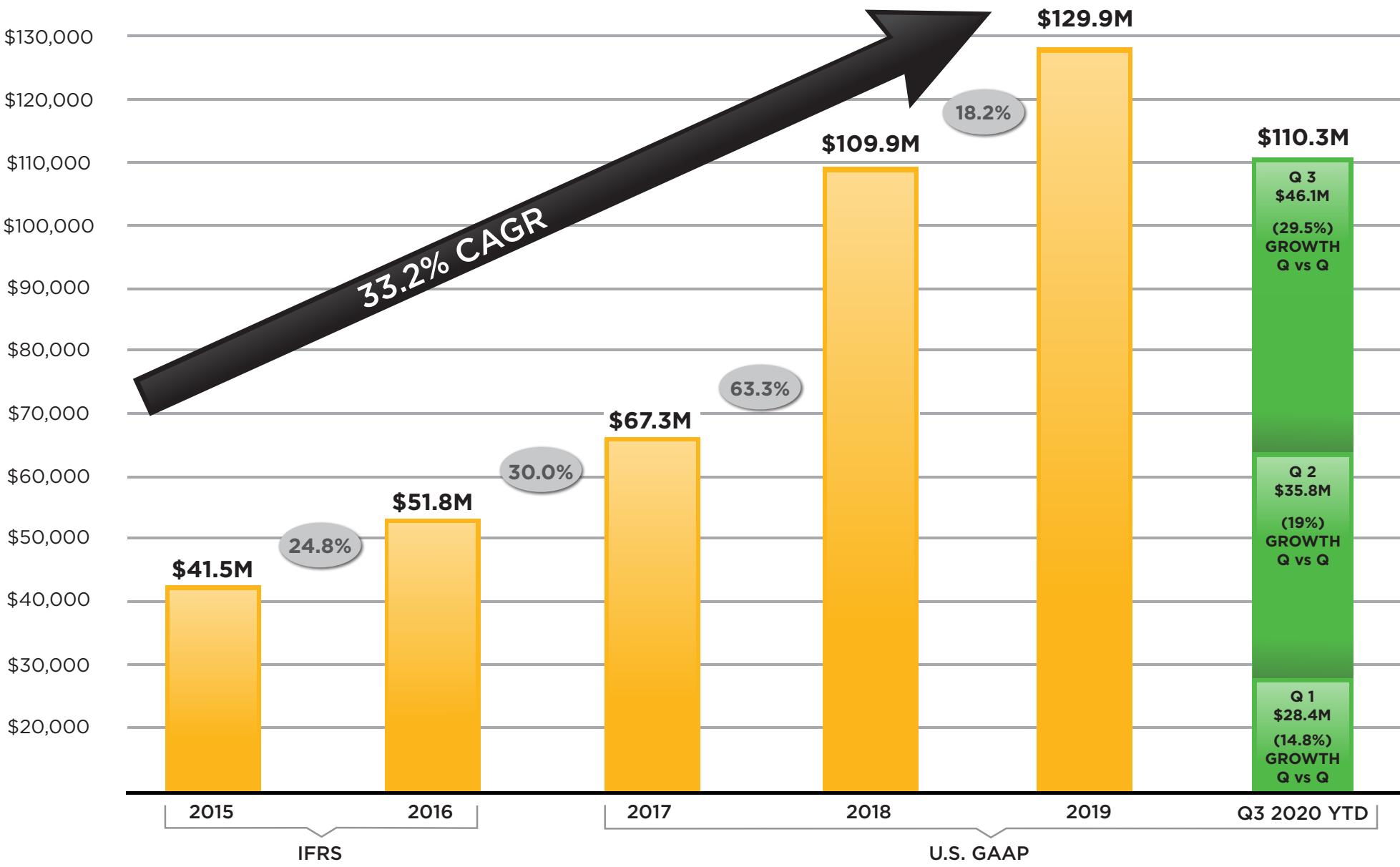
CHANNEL EXPANSION VIA ACQUISITION

Acquire Select Installation Facilities in Key Markets

Acquire International Partners for Global Reach

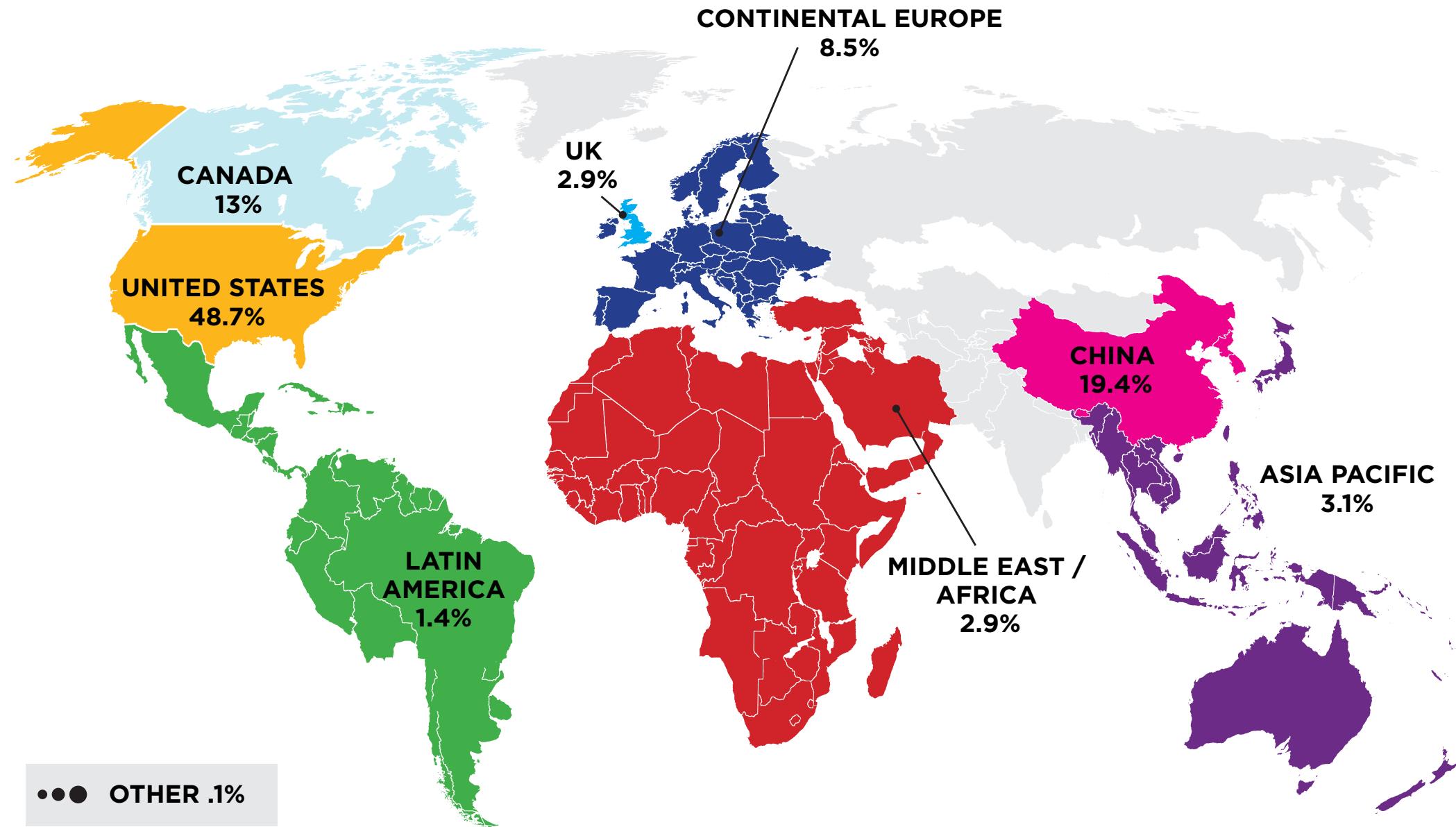
REVENUE TREND

IN MILLIONS



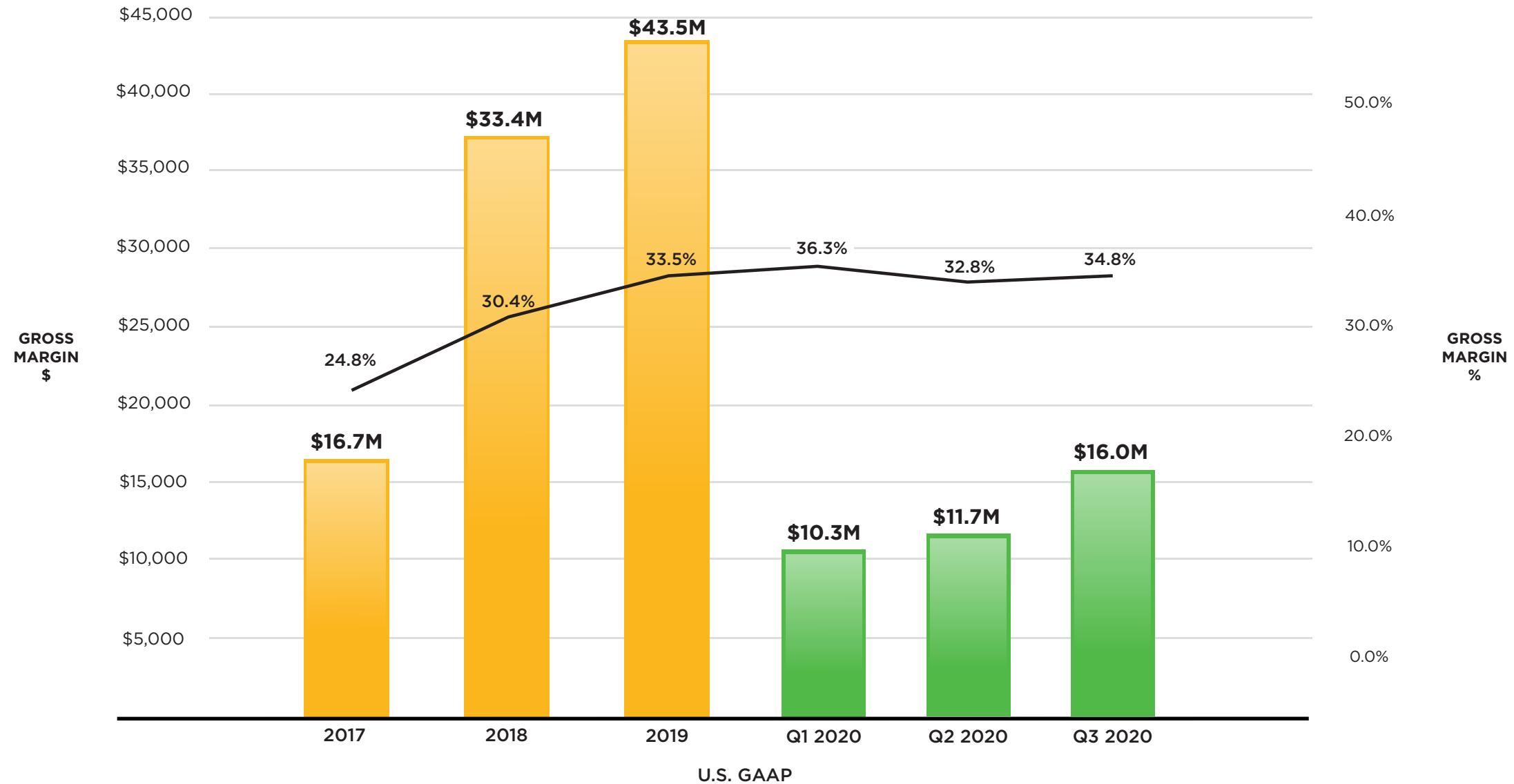


2020 SALE MIX BY REGION



GROSS MARGIN TREND

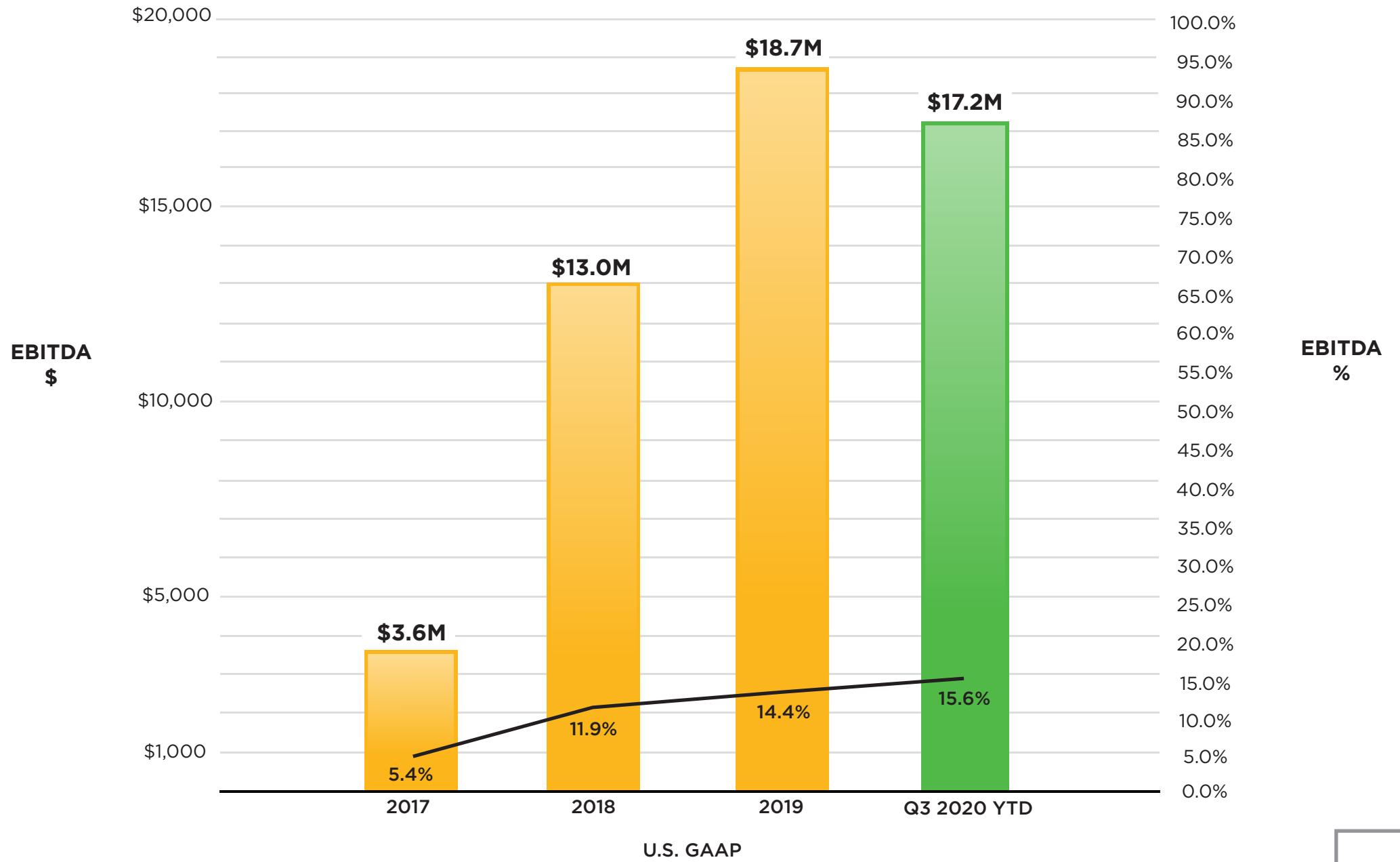
IN MILLIONS





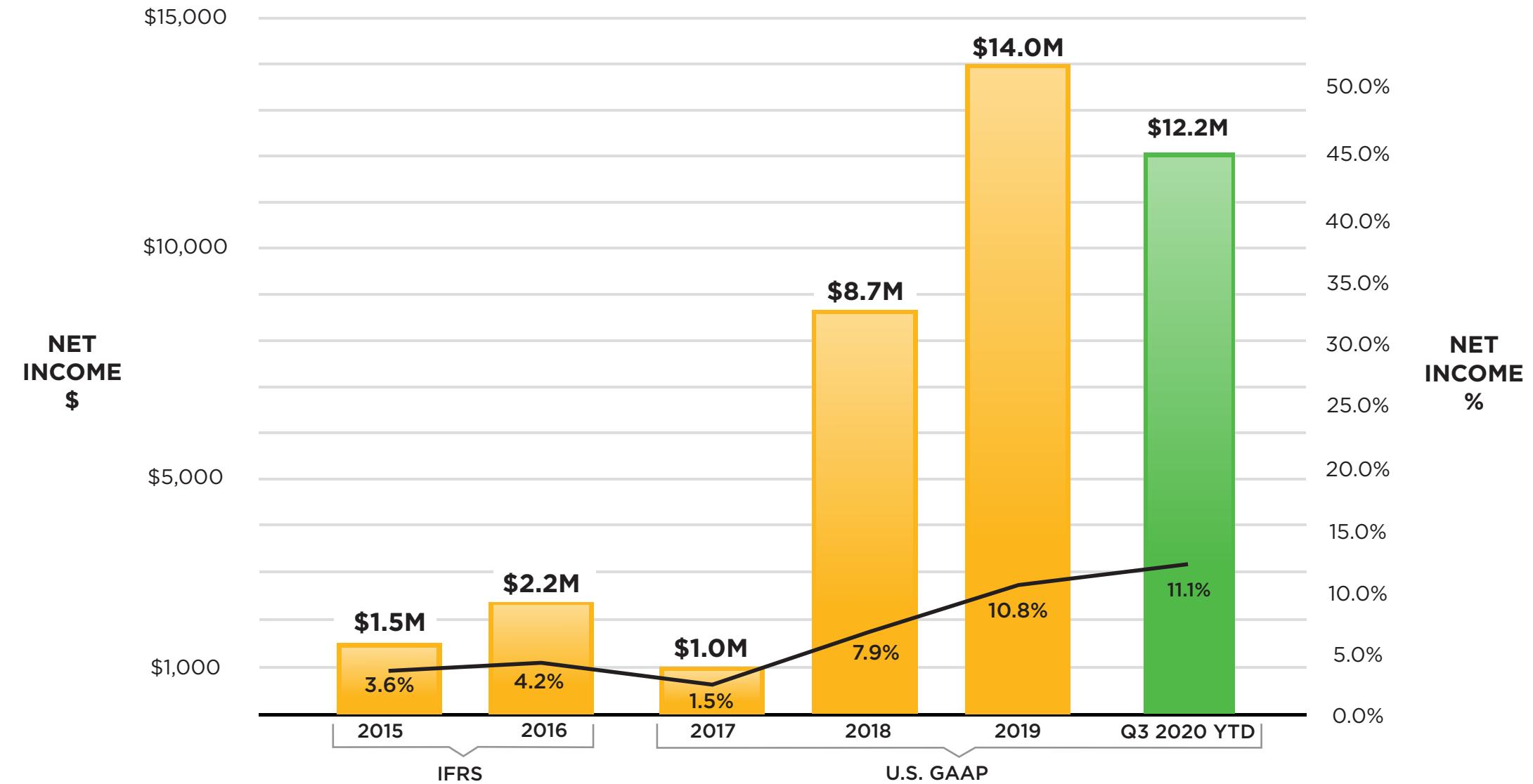
EBITDA PROFILE

IN MILLIONS



NET INCOME TREND

IN MILLIONS





STRONG FINANCIAL POSITION

U.S. GAAP - IN MILLIONS

	2018	2019	2020 YTD
CASH • CASH EQUIVALENTS	\$4.0 M	\$11.5M	\$27.2M
NET WORKING CAPITAL	\$12.5M	\$24.5M	\$37.1M
ACCOUNTS RECEIVABLE	\$5.6M	\$7.2M	\$9.0M
TOTAL INVENTORY	\$10.8M	\$15.1M	\$19.0M
TOTAL ASSETS	\$30.5M	\$51.6M	\$76.2M
TOTAL DEBT (EXCLUDES LEASE OBLIGATIONS)	\$1.8M	\$0.8M	\$6.7M
CASH FLOW FROM OPS (Q3 YTD)	\$6.8M	\$11.0M	\$14.2M

A black and white photograph showing a close-up of a car's front left corner. It includes the headlight, a portion of the hood, and the front bumper. A thick yellow diagonal bar runs from the top-left towards the bottom-right, partially obscuring the car.

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

Window Film First Example of Leveraging Channel Opportunity

Equivalent Opportunities Domestically & Internationally



APPENDIX



NON - GAAP MEASURES

EBITDA RECONCILIATION

U.S. GAAP - IN MILLIONS

	THREE MONTHS ENDED		NINE MONTHS ENDED	
	Sept. 30, 2020	Sept. 30, 2019	Sept. 30, 2020	Sept. 30, 2019
NET INCOME	\$6,608,248	\$4,509,285	\$12,193,292	\$9,376,598
INTEREST	\$68,368	\$23,851	\$173,480	\$81,631
TAXES	\$1,736,330	\$999,072	\$3,250,780	\$2,503,365
DEPRECIATION	\$325,643	\$234,297	\$889,820	\$655,385
AMORTIZATION	\$239,571	\$199,582	\$705,692	\$570,954
EBITDA	\$8,978,160	\$5,966,087	\$17,213,064	\$13,187,933



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COMPLETE PROTECTION, UNSEEN.