

INVESTOR **PRESENTATION**



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/rerelations.



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

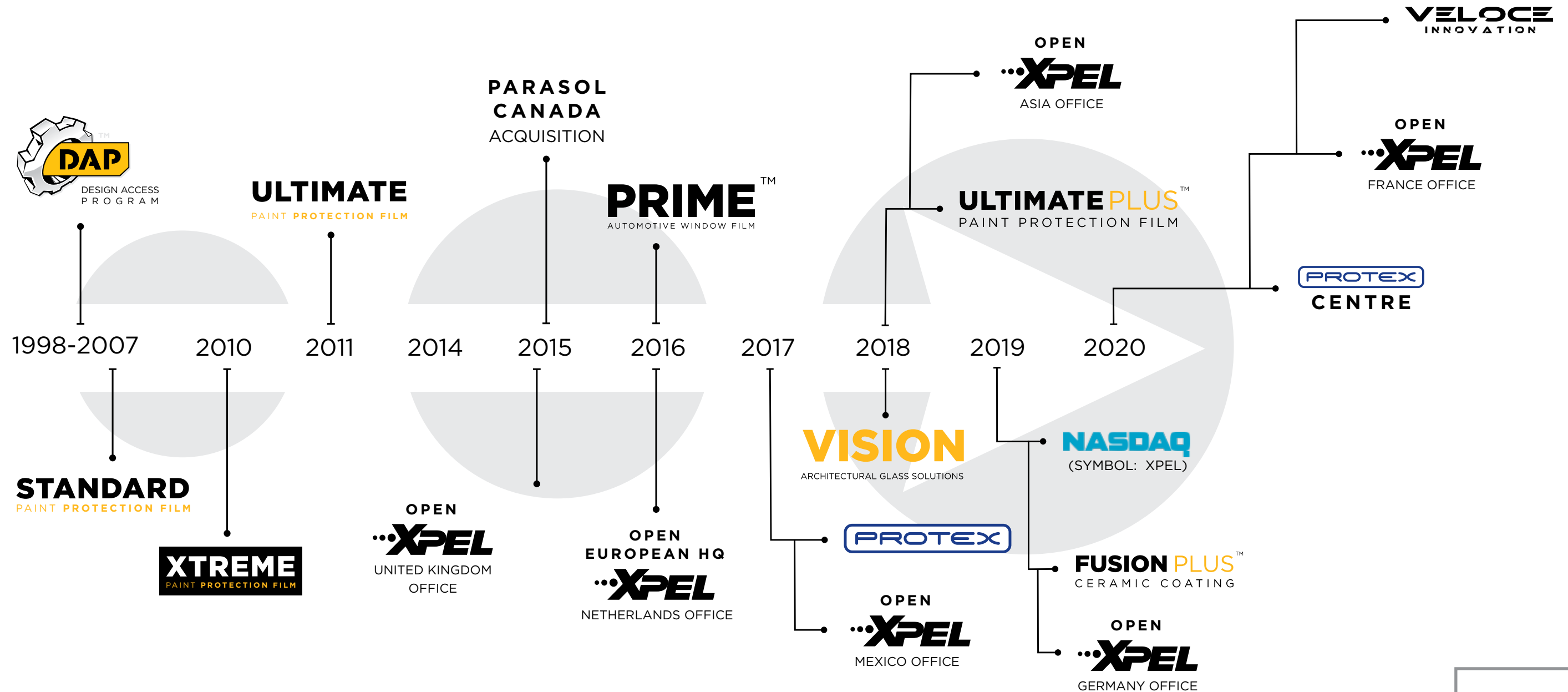
FOUNDED IN 1997

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 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



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

AUTOMOTIVE PRODUCTS



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



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



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



Extensive On and Off-line Marketing and Lead Generation

Sponsorships, Events and Influencer Campaigns

Positions XPEL as the Premium Brand

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



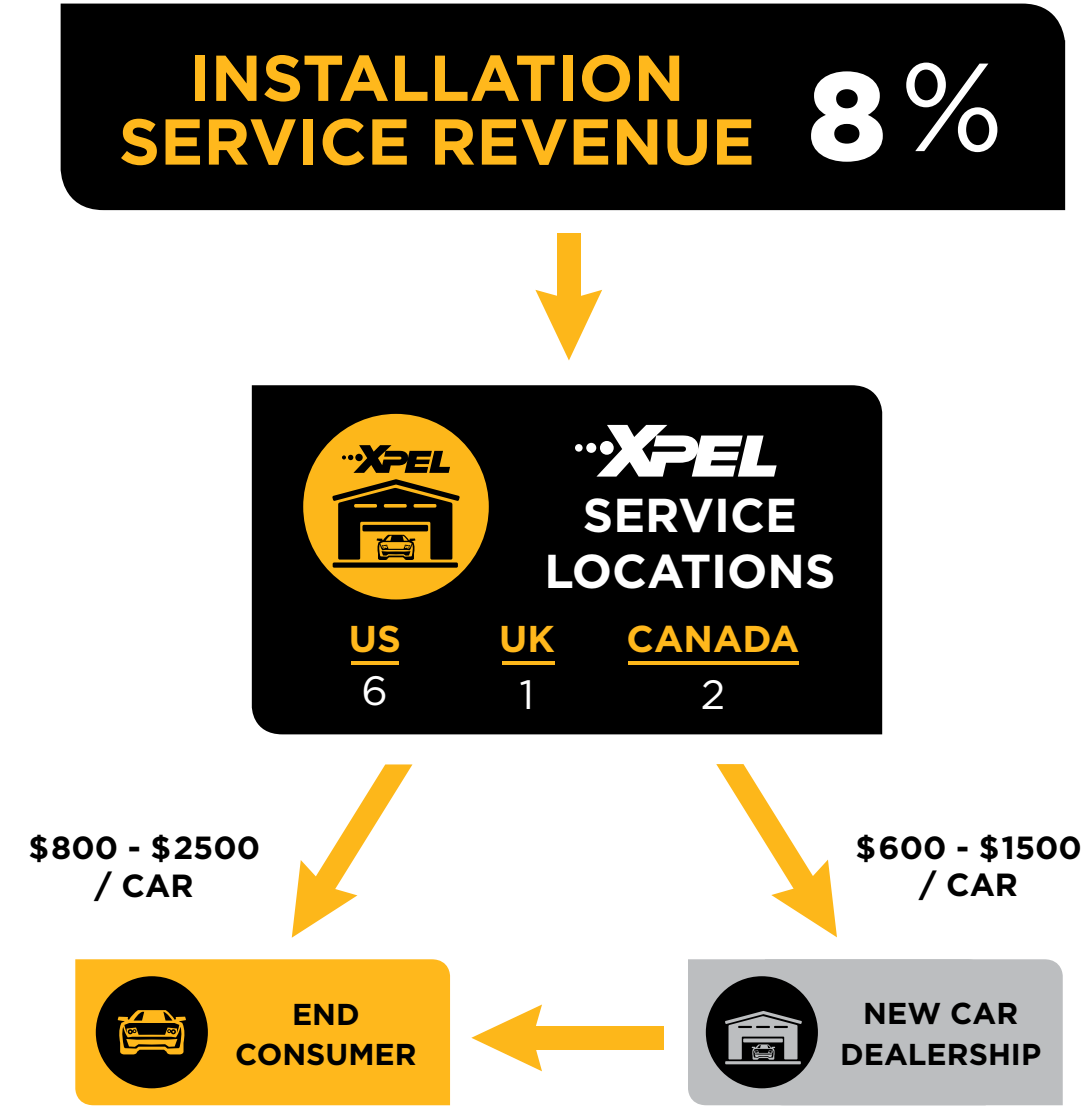
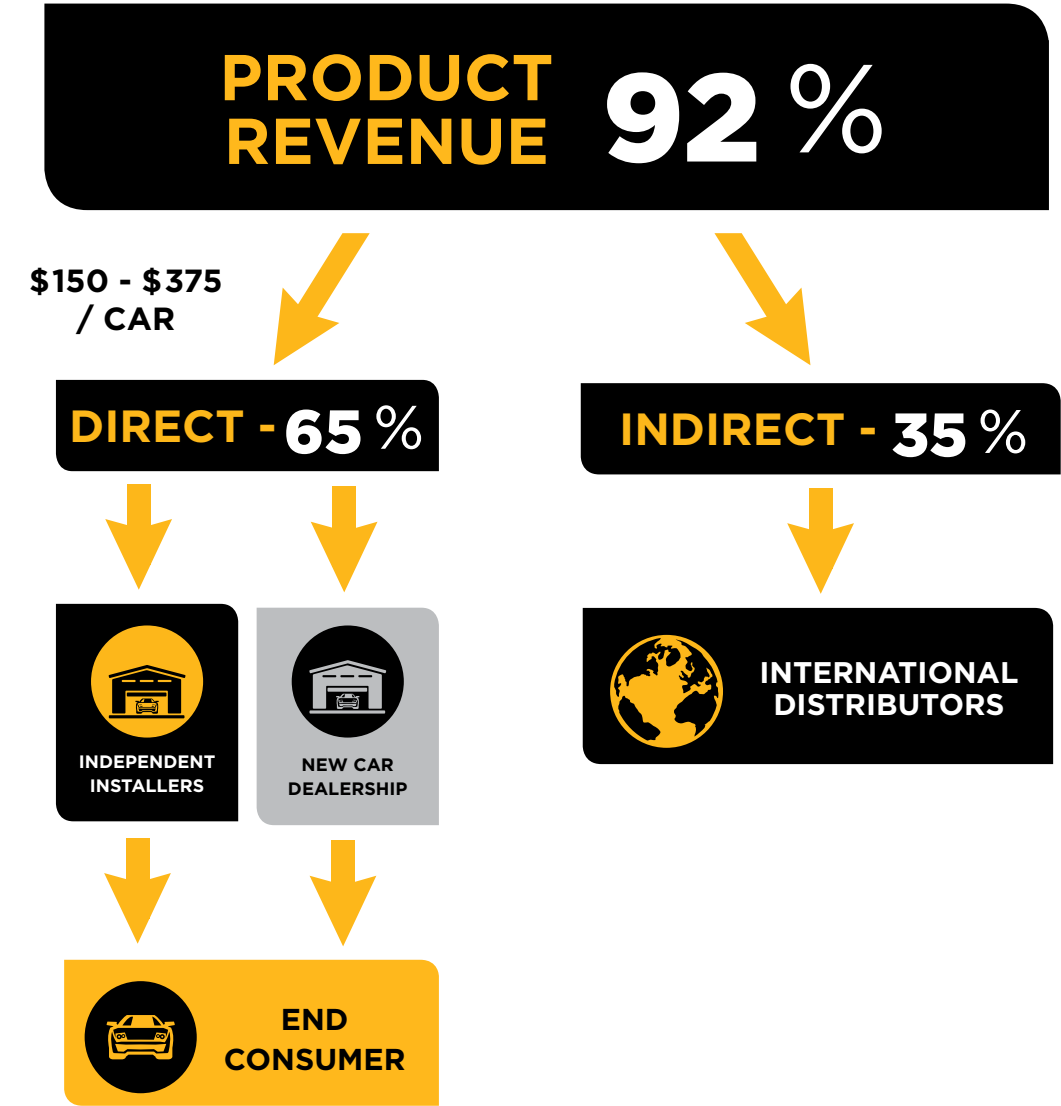
SURFACE PROTECTION

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

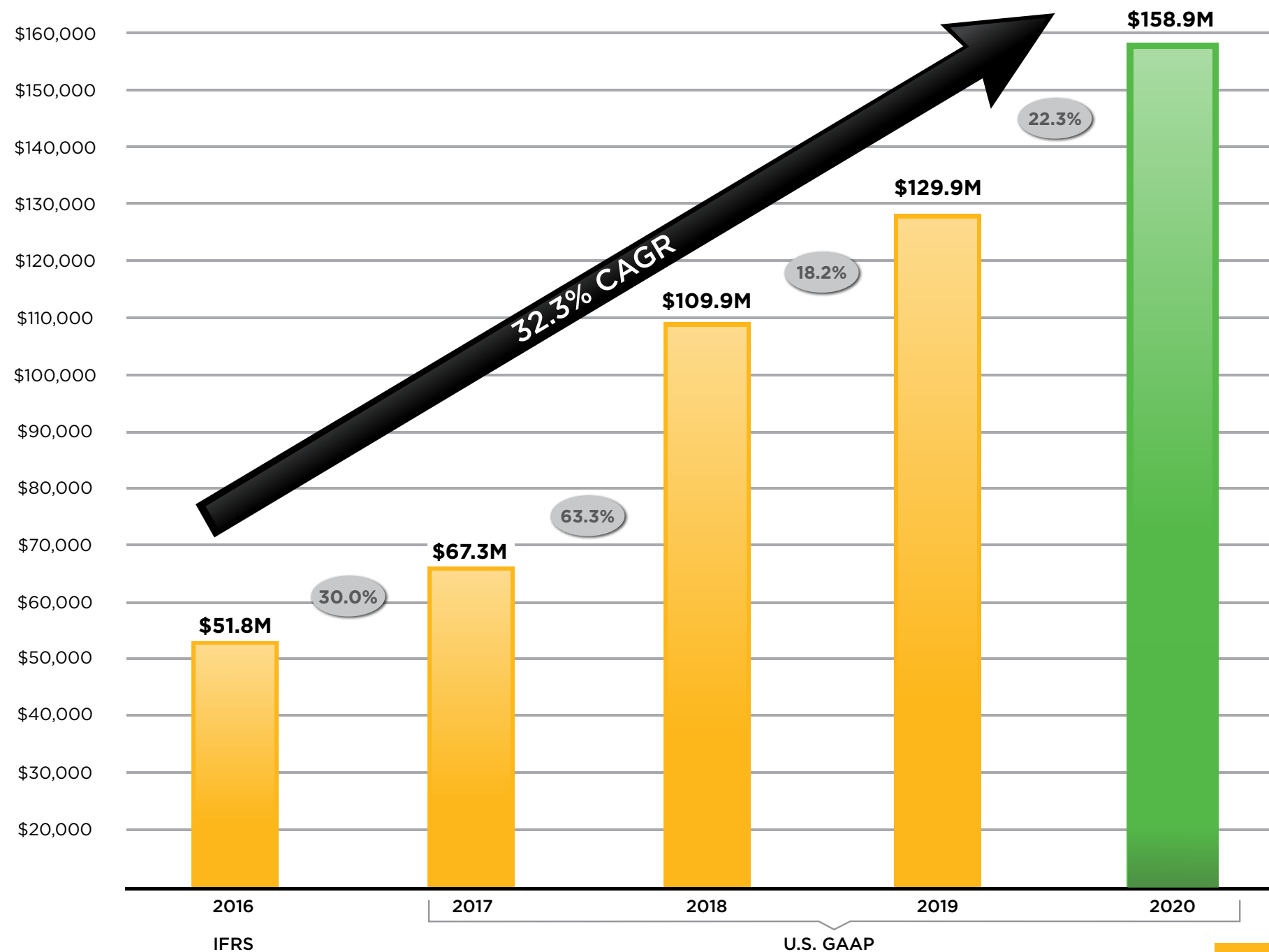
Acquire Select Installation Facilities in Key Markets

Acquire International Partners for Global Reach



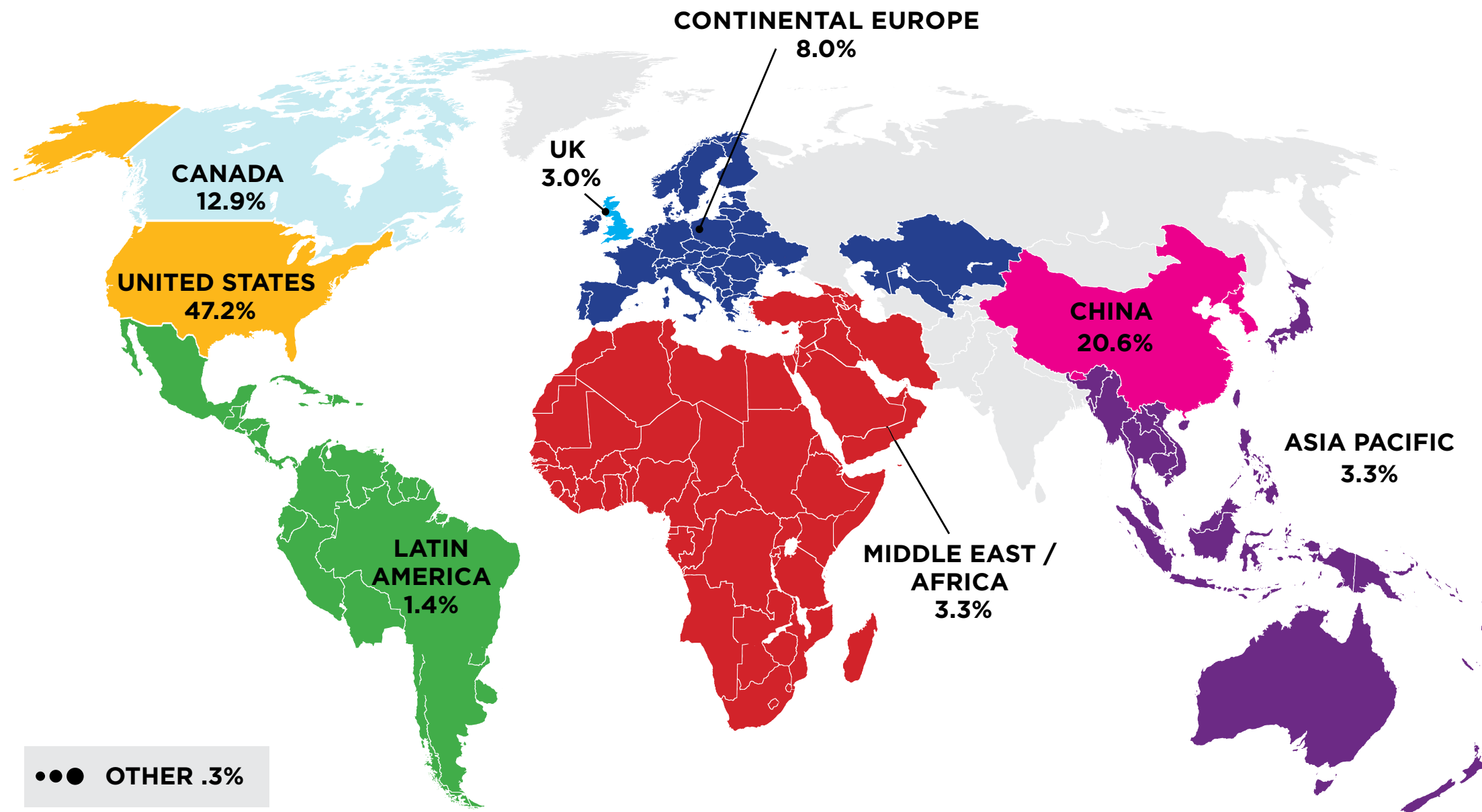
REVENUE TREND

IN MILLIONS





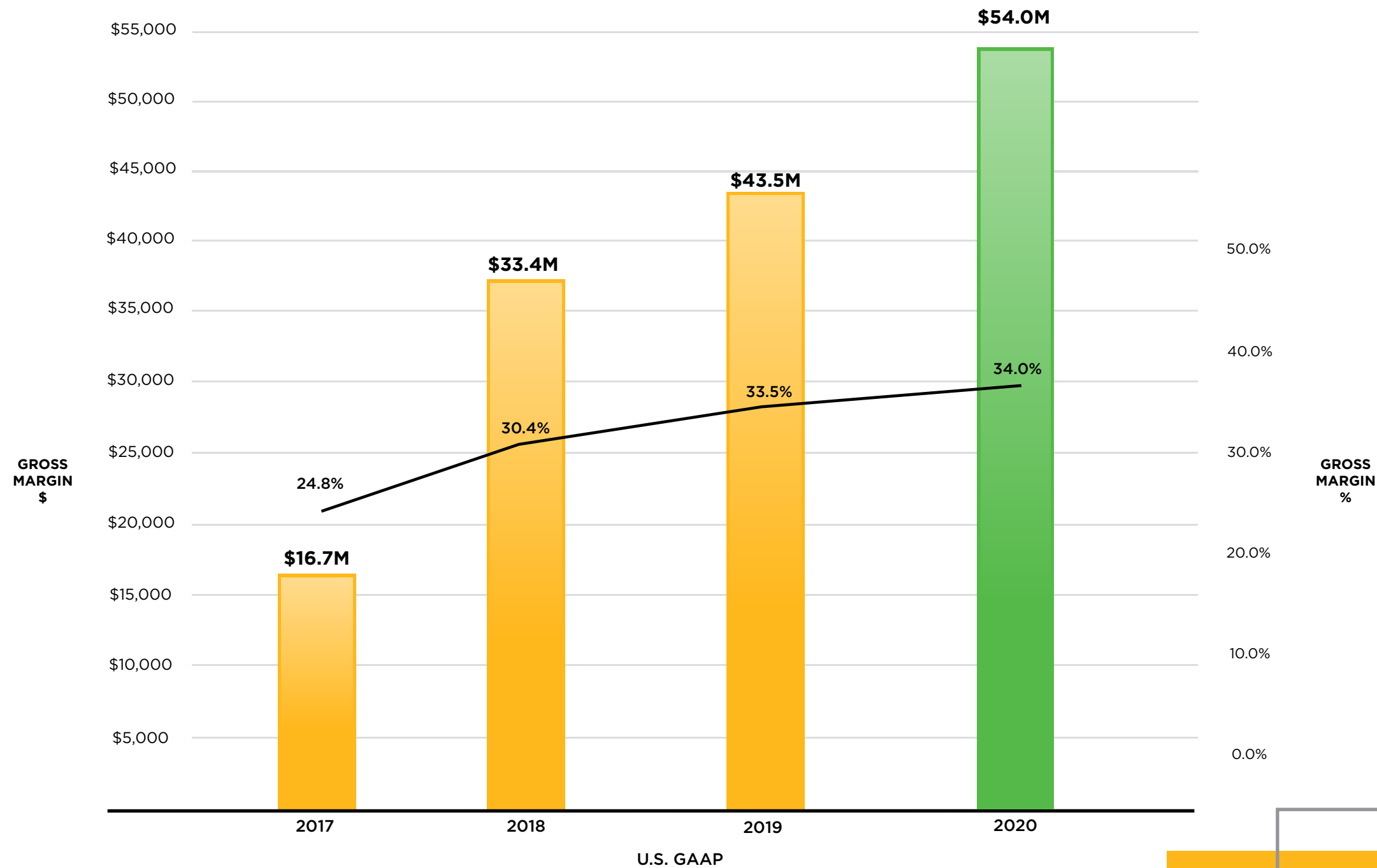
2020 SALE MIX BY REGION





GROSS MARGIN TREND

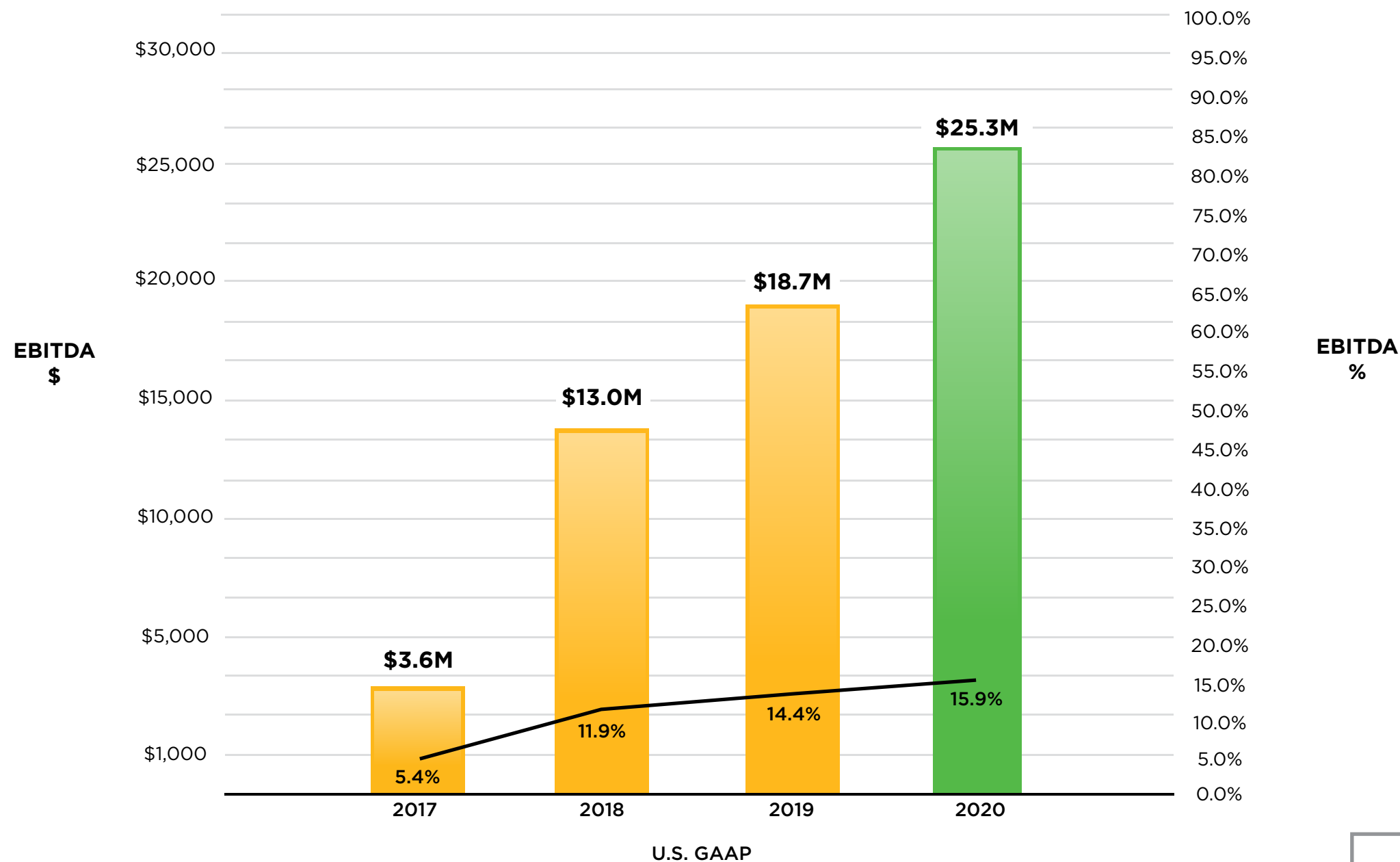
IN MILLIONS





EBITDA PROFILE

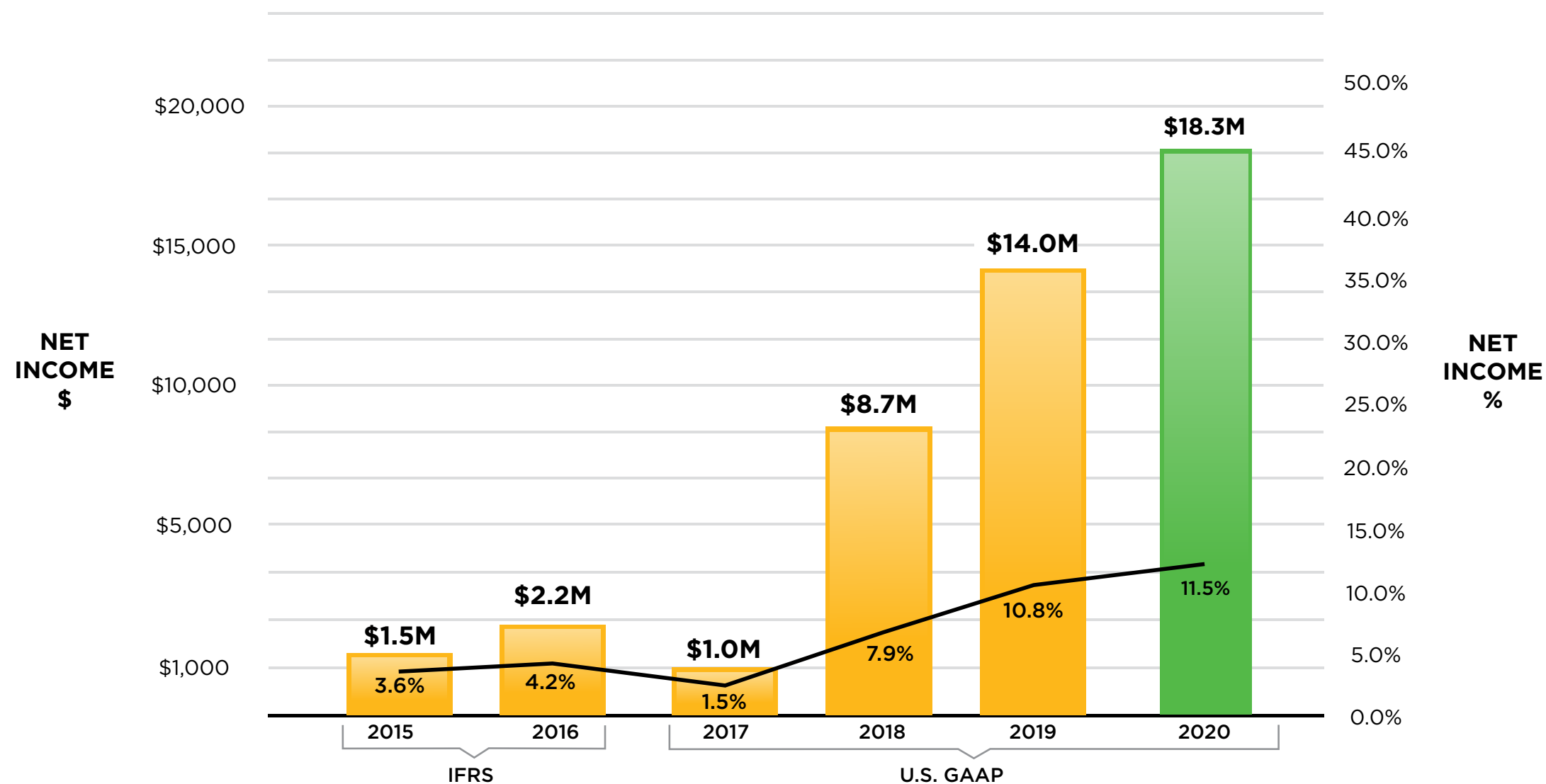
IN MILLIONS





NET INCOME TREND

IN MILLIONS





STRONG FINANCIAL POSITION

U.S. GAAP - IN MILLIONS

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



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



APPENDIX



NON - GAAP MEASURES

EBITDA RECONCILIATION

U.S. GAAP - IN MILLIONS

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



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XPEL.COM

COMPLETE PROTECTION, UNSEEN.