



NEWS RELEASE

XPEL Announces Appointment of Mark A. Thornton to Board of Directors

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SAN ANTONIO--(BUSINESS WIRE)-- XPEL, Inc. (Nasdaq: XPEL), a global provider of protective films and coatings, announces the appointment of Mark A. Thornton to its Board of Directors.

Mark A. Thornton

Mr. Thornton is a seasoned executive with more than 28

years of experience with the Procter & Gamble Company. For nearly half that time, he has worked internationally across three critical growth markets: China, Europe, and the United States. He currently serves as Vice President of Global Baby Care, Feminine Care, and Family Care Quality Assurance, where he works on brands such as Pampers®, Always®, and Bounty®. Mr. Thornton specializes in innovation, strategy, consumer research, and materials science.

Earlier in his career, Mr. Thornton led the expansion of P&G's largest brand, Pampers, across the Asia-Pacific region, where he helped build the China business from the ground up. He established local manufacturing capabilities, launched a new product portfolio, and drove competitive gains that returned the business to growth in one of the world's most challenging consumer markets.

Ryan Pape, President and Chief Executive Officer of XPEL stated, "We are pleased to welcome Mark to the XPEL Board of Directors. His wide-ranging knowledge of consumer product development, combined with his extensive



experience in China, makes him a great addition.”

Mark Thornton commented, “I’m excited to join the XPEL board and look forward to sharing my experiences as a leader and brand builder at a pivotal time for the Company. XPEL has created a premier line of products with strong brand recognition, and I welcome this opportunity to be a part of the team.”

This appointment is effective immediately.

About XPEL, Inc.

XPEL is a leading provider of protective films and coatings, including automotive paint protection film, surface protection film, automotive and architectural window films, and ceramic coatings. With a global footprint, a network of trained installers and proprietary DAP software, XPEL is dedicated to exceeding customer expectations by providing high-quality products, leading customer service, expert technical support and world-class training. XPEL, Inc. is publicly traded on Nasdaq under the symbol “XPEL”.

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