INVESTOR PRESENTATION



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, 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.









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

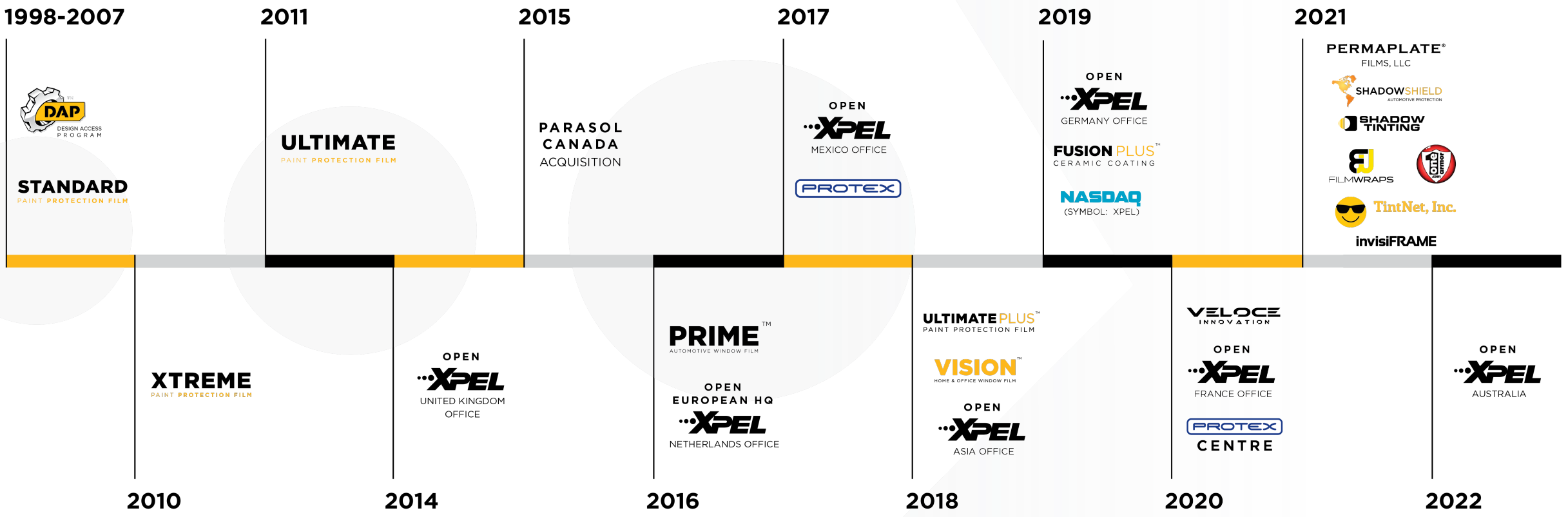
FOUNDED IN 1997

NASDAQ: XPEL

1054+ FULL TIME EMPLOYEES

GLOBAL OPERATIONS

HISTORY THAT CONTINUES
TO SET THE STANDARDS





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 PLUS™
PAINT PROTECTION FILM



COVERAGE



BUMPER



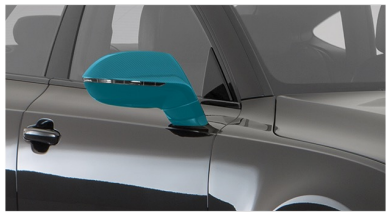
HOOD



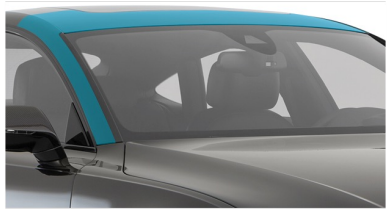
HEADLIGHTS & FOG LIGHTS



FENDER



MIRRORS



A-PILLARS & ROOFLINE



DOORSILLS



DOOR CUPS & DOOR EDGES



ROCKER PANELS & REAR WHEEL IMPACT AREA



LUGGAGE STRIP



ULTIMATE PLUS™
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



PRIME™
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™
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

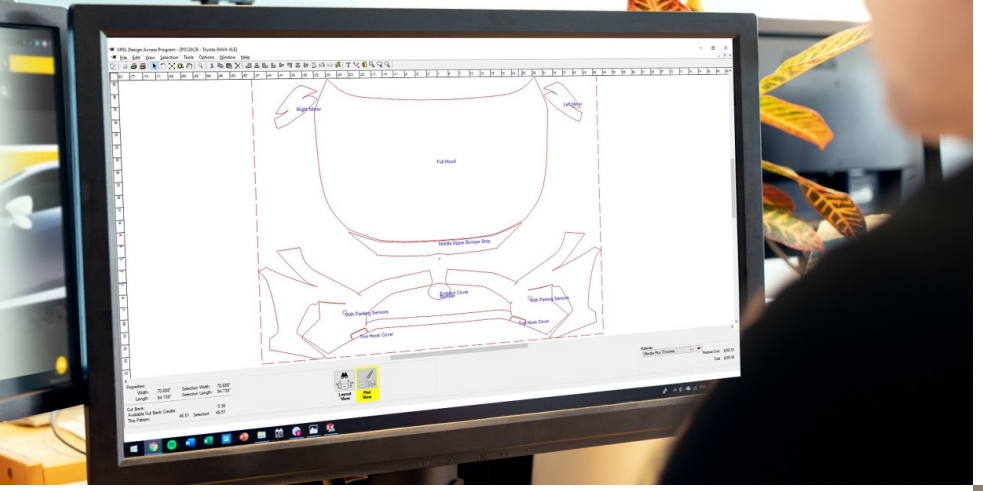


Covers 6” - 12” of leading of hood.

$100-200

FACTORS INFLUENCING PRICING

- Coverage
- Retail vs Wholesale
- Regional Variation



DAP™
DESIGN ACCESS PROGRAM

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



XPEL
CERTIFIED TRAINING

Essential to New Customer Success and Industry Growth

Corporate Training Facilities in 7 Countries

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



XPEL
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

Dealership Services More Impacted By Low Inventories Than Legacy XPEL Business

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



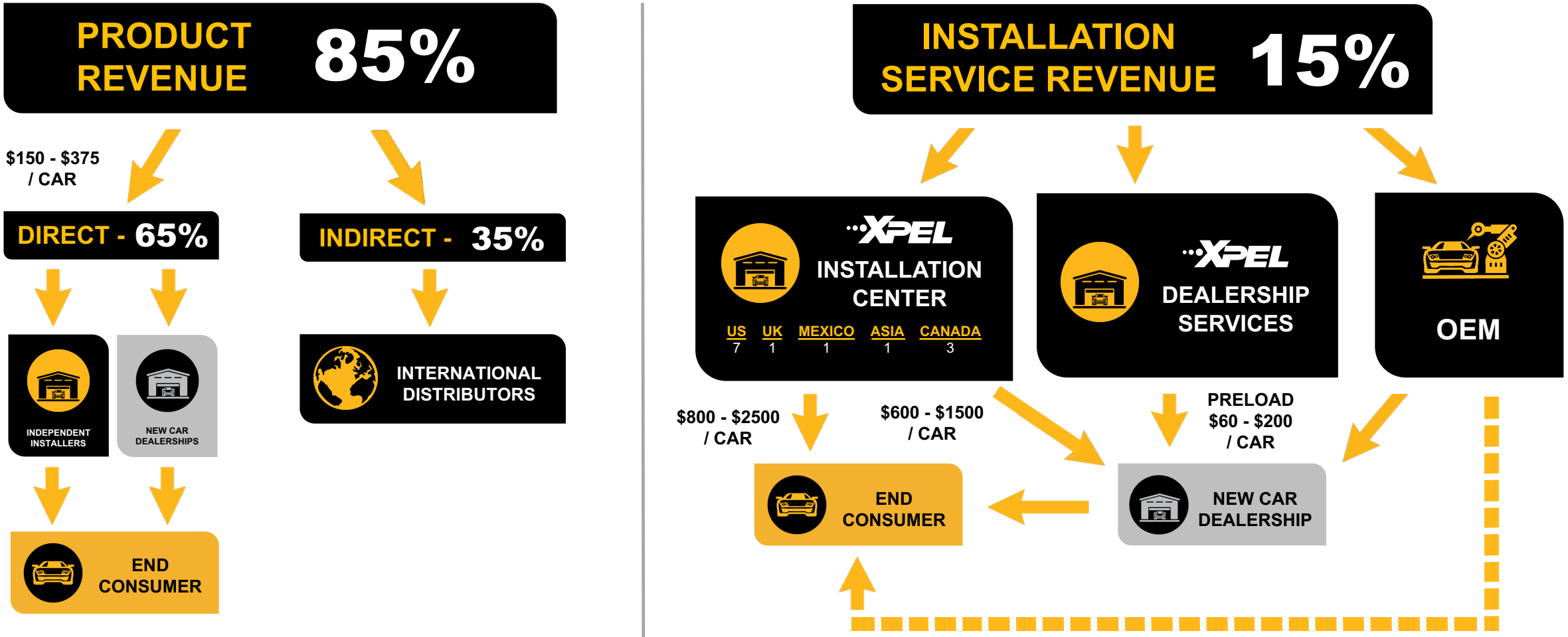
SURFACE PROTECTION

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 12 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

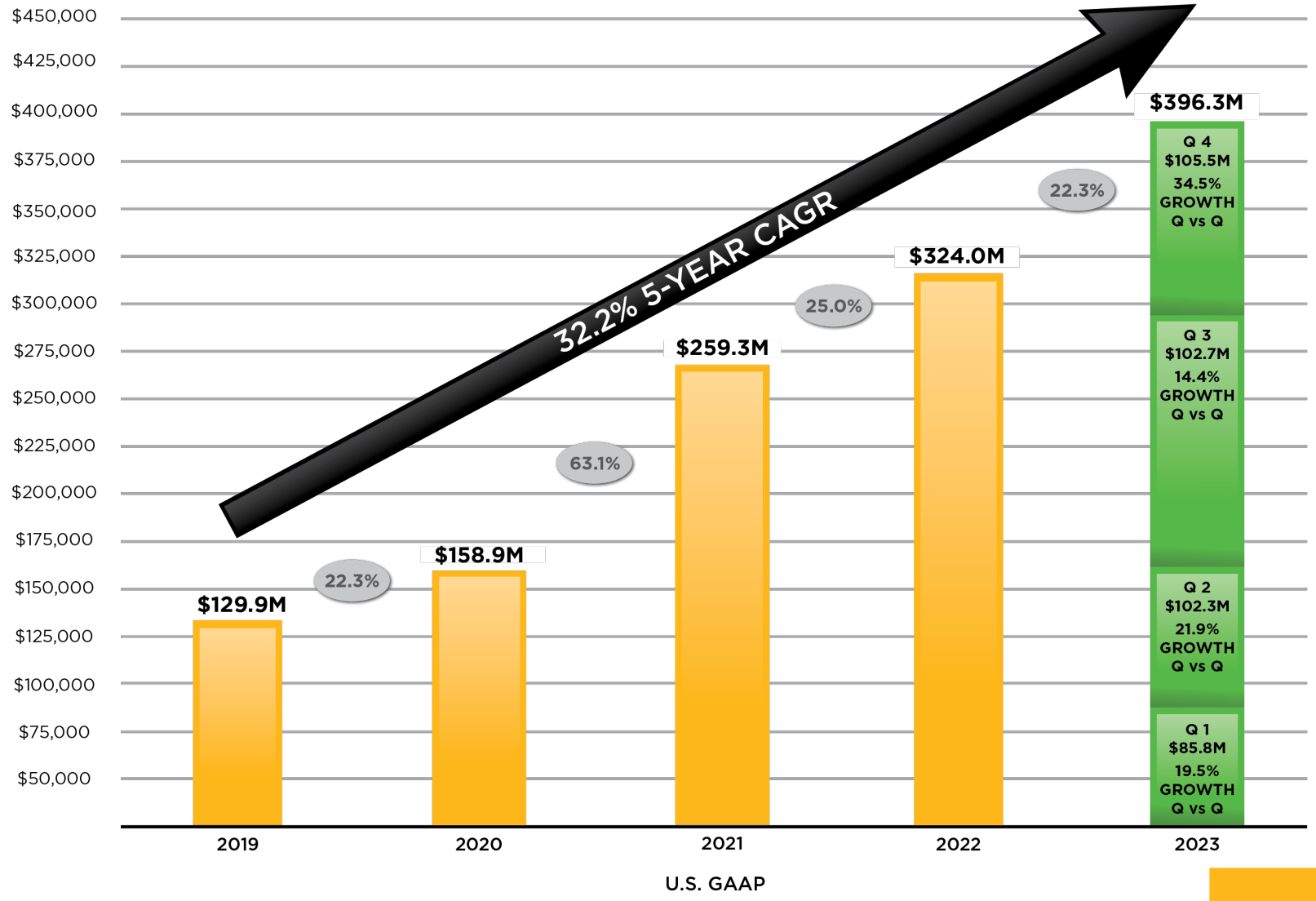
CHANNEL EXPANSION VIA ACQUISITION

Acquire Select Installation Facilities in Key Markets

Acquire International Partners for Global Reach

REVENUE TREND

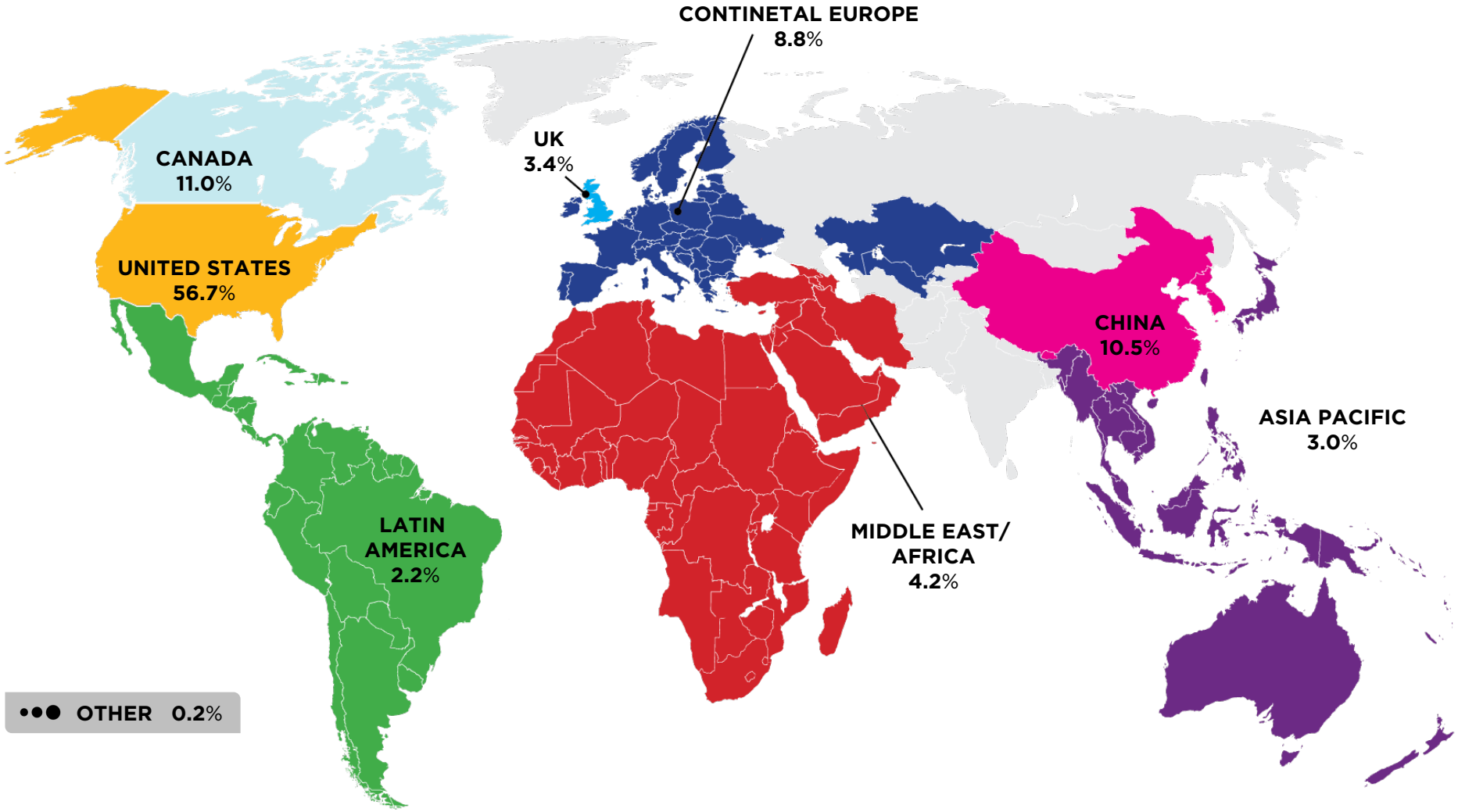
IN MILLIONS



U.S. GAAP

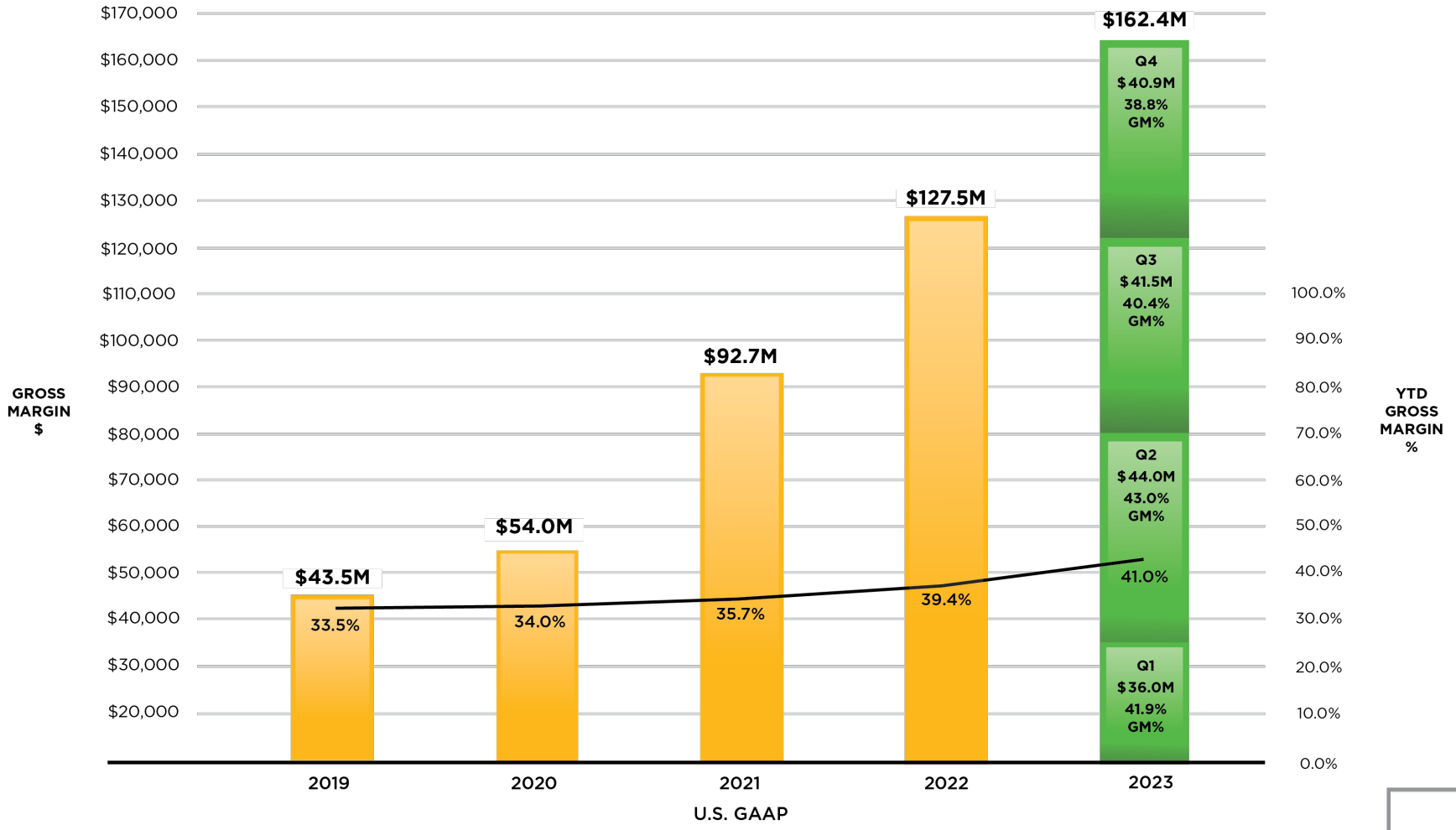
2023 SALES MIX

BY REGION



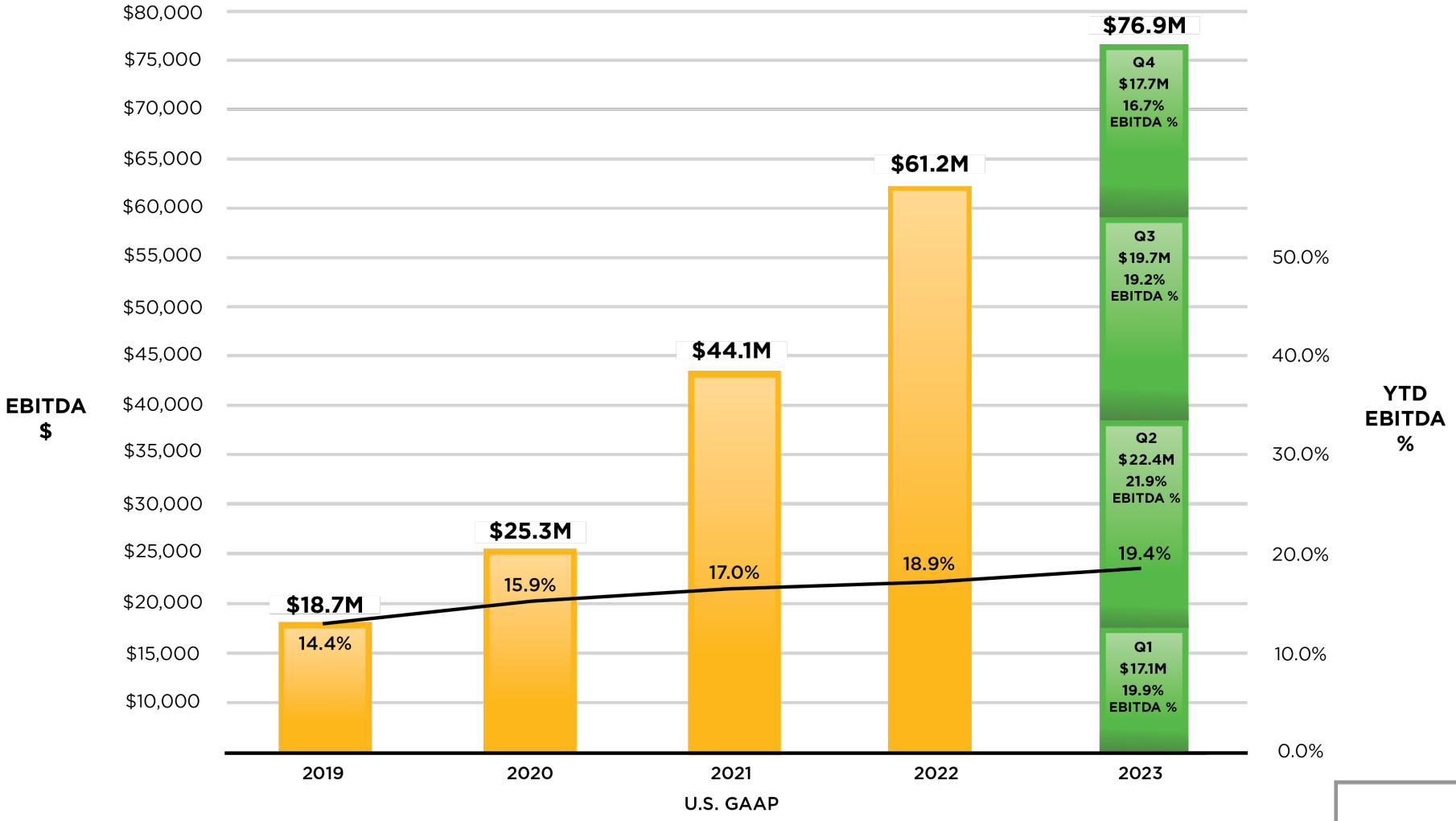
GROSS MARGIN TREND

IN MILLIONS



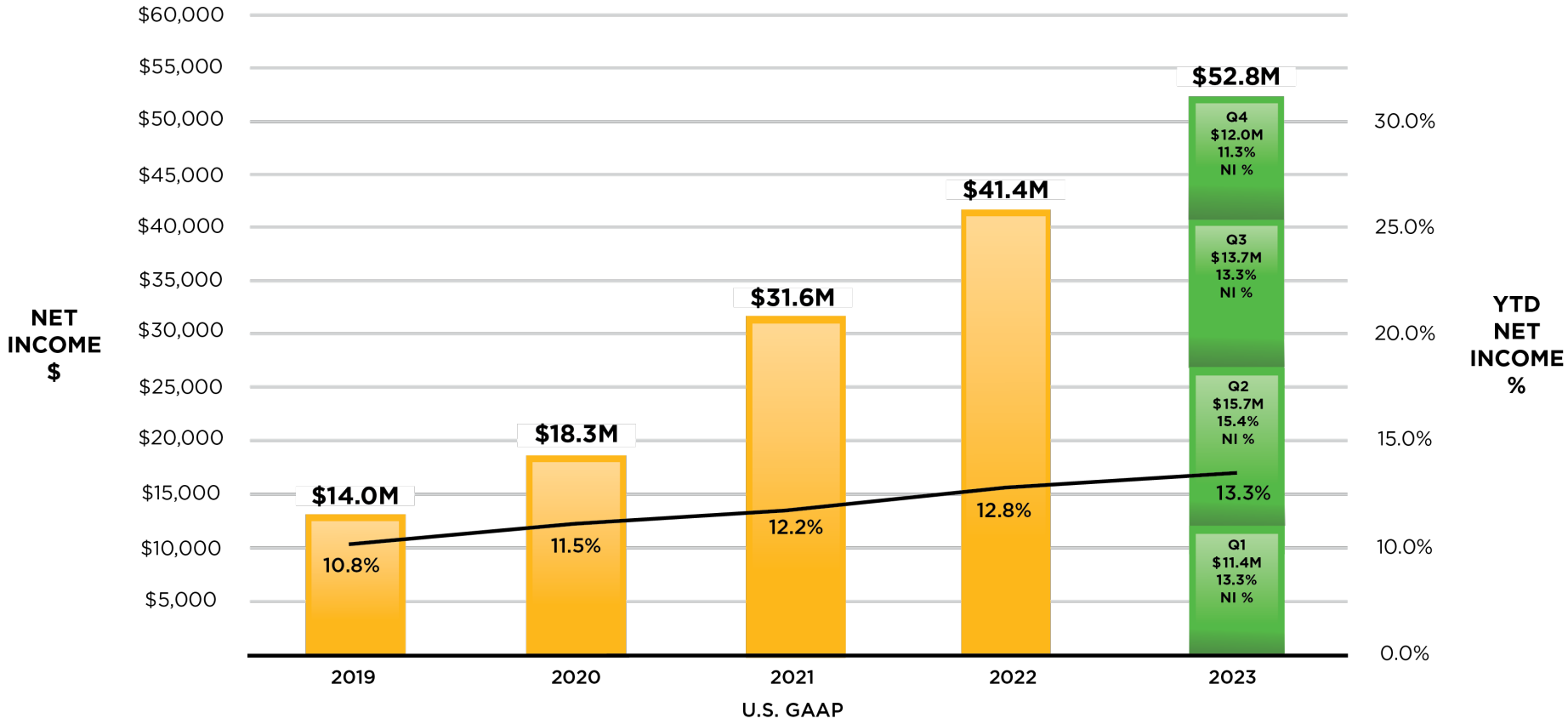
EBITDA PROFILE

IN MILLIONS



NET INCOME TREND

IN MILLIONS



STRONG FINANCIAL POSITION

IN MILLIONS

	2021	2022	2023
CASH • CASH EQUIVALENTS	$9.6M	$8.1M	$11.6M
NET WORKING CAPITAL	$42.8M	$79.4M	$110.0M
ACOUNTS RECEIVABLE	$13.2M	$14.7M	$24.1M
TOTAL INVENTORY	$51.9M	$80.6M	$106.5M
TOTAL ASSETS	$161.0M	$193.4M	$252.0M
TOTAL DEBT (EXCLUDES LEASE OBLIGATIONS)	$25.5M	$26.1M	$19.4M
CASH FLOW FROM OPS	$18.3M	$12.1M	$37.4M



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


O: 1.28077 C: 1.28109 H: 1.28126
Export to Excel
Feedback
Search
Trading Statistics
Transactions
Swap
Commissions
pips
Profit

APPENDIX

NON - GAAP MEASURES

EBITDA RECONCILIATION

IN MILLIONS

	YEAR ENDED Dec 31, 2021	Dec 31, 2022	Dec 31, 2023
NET INCOME	$31.6M	$41.4M	$52.8M
INTEREST	$ .3M	$1.4M	$1.2M
TAXES	$7.9M	$10.6M	$13.2M
DEPRECIATION	$1.9M	$3.4M	$4.5M
AMORTIZATION	$2.5M	$4.4M	$5.1M
EBITDA	$44.1M	$61.2M	$76.9M

San Antonio, TX. USA
+1 210-678-3700 **XPEL.COM**

COMPLETE PROTECTION, UNSEEN.