

# INVESTOR PRESENTATION

**XPPEL**





# 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](http://www.xpel.com/relations).



# **THE LEADER** IN PROTECTIVE FILMS

AUTOMOTIVE  
PAINT PROTECTION FILMS

AUTOMOTIVE  
WINDOW TINT

HOME & OFFICE  
WINDOW FILMS

3251

**XPEL**

# A BRAND BUILT OVER 20 YEARS

HEADQUARTERED IN  
SAN ANTONIO, TX

FOUNDED IN 1997

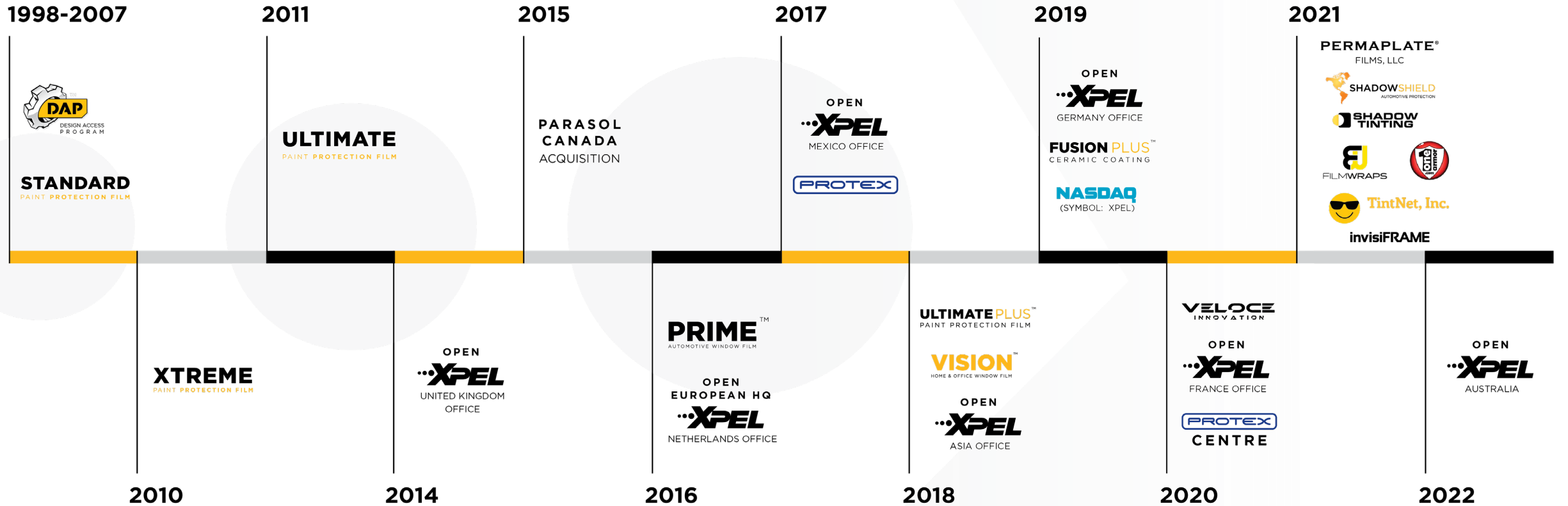
NASDAQ: XPEL

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<sup>TM</sup>

## 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<sup>TM</sup>

## 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<sup>TM</sup>

## 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.

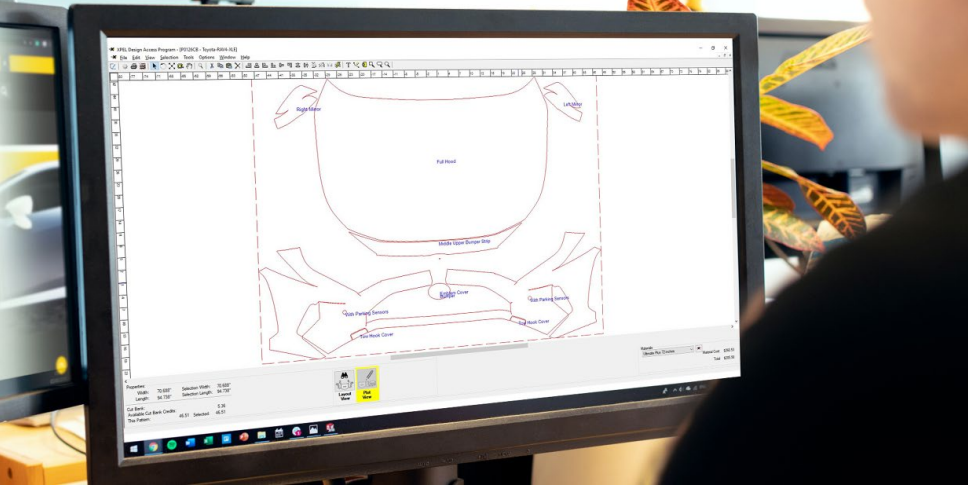
**\$100-200**

## 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



CERTIFIED TRAINING

Essential to New Customer Success and Industry Growth

Corporate Training Facilities in 8 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

## Dealership Services More Impacted By Low Inventories Than Legacy XPEL Business

# NON-AUTOMOTIVE PRODUCTS



## VISION<sup>TM</sup> 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<sup>TM</sup> ANTIMICROBIAL FILM

Antimicrobial Surface Protection

Screens, Electronics, Consumer Surfaces

Primarily B2B Sale and Available to Current Customers



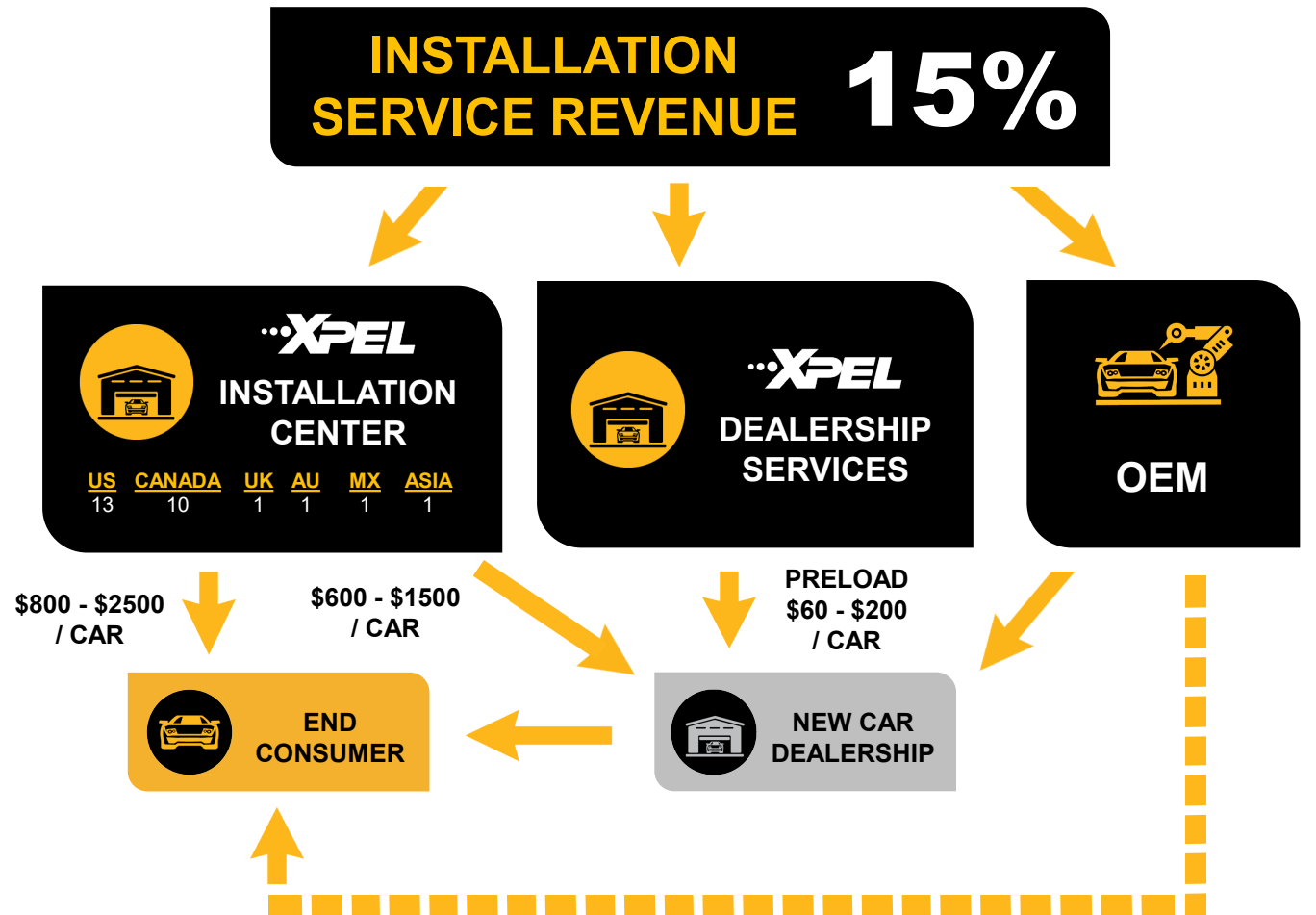
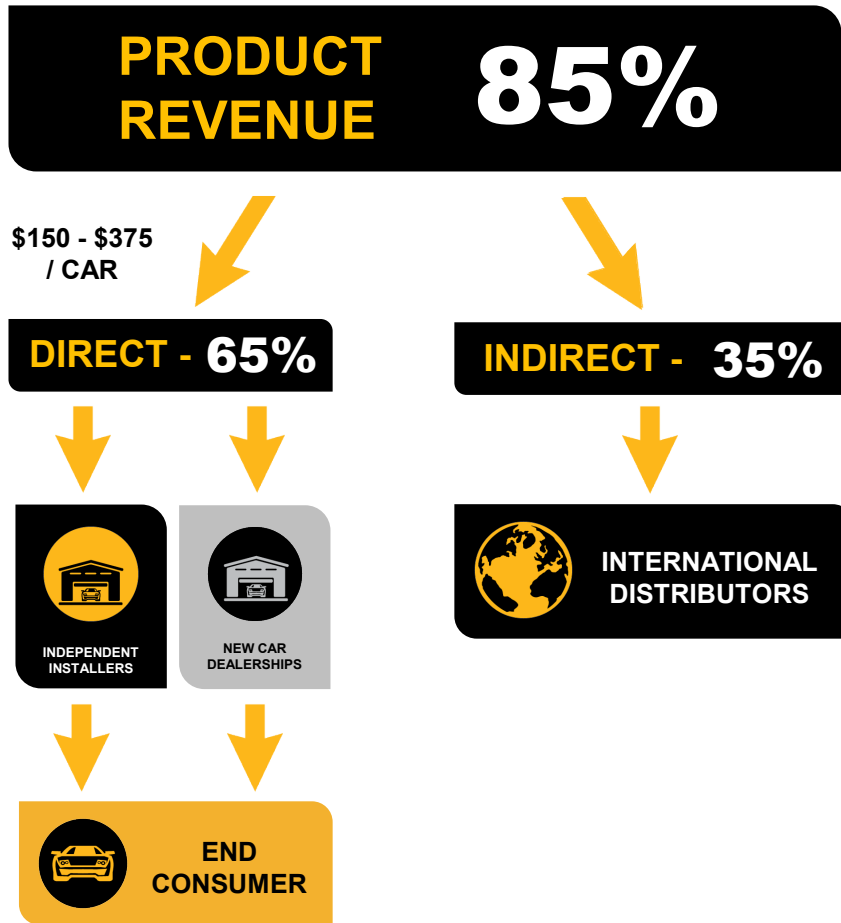
## SURFACE PROTECTION

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

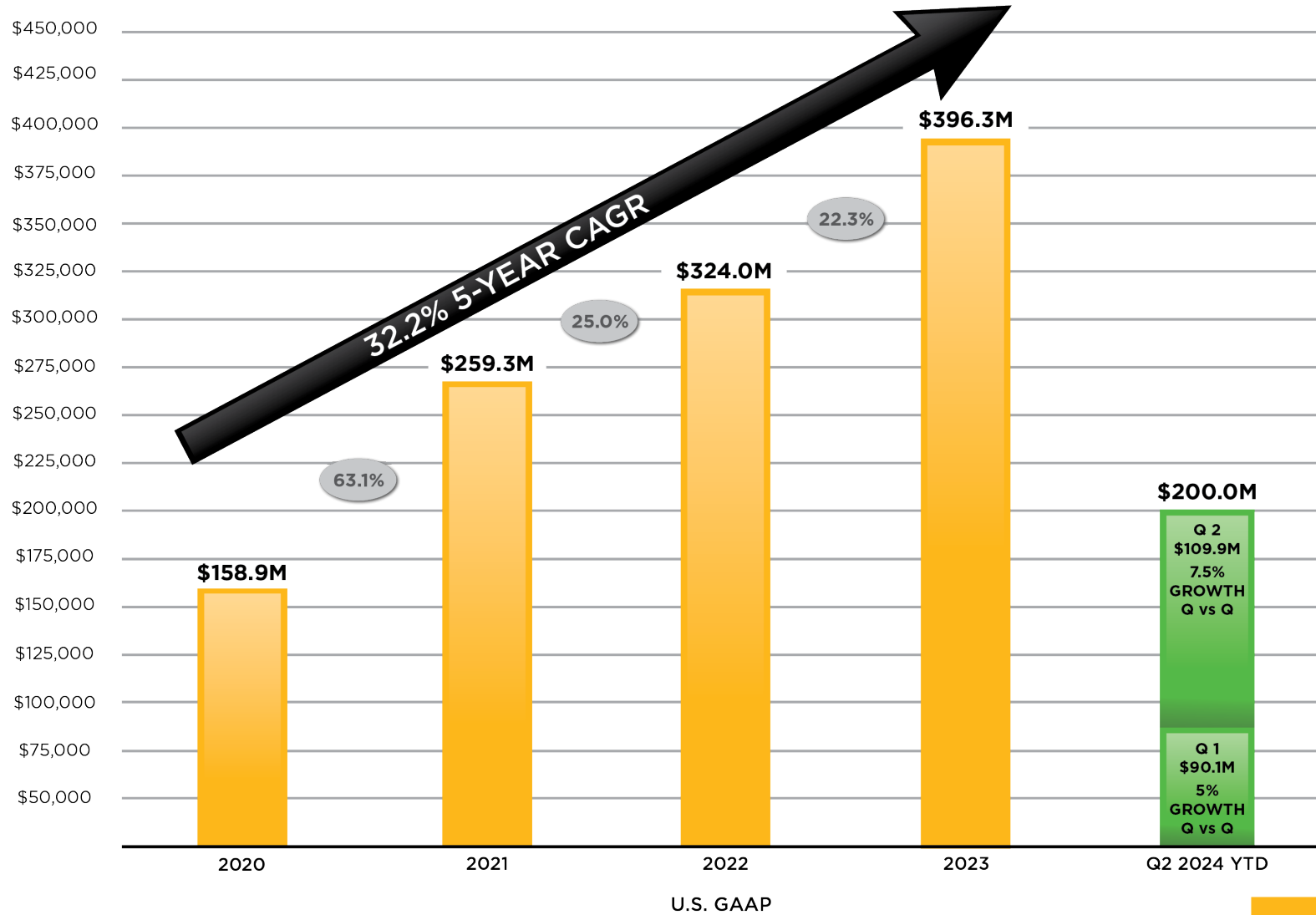
Acquire Select Installation Facilities in Key Markets

Acquire International Partners for Global Reach



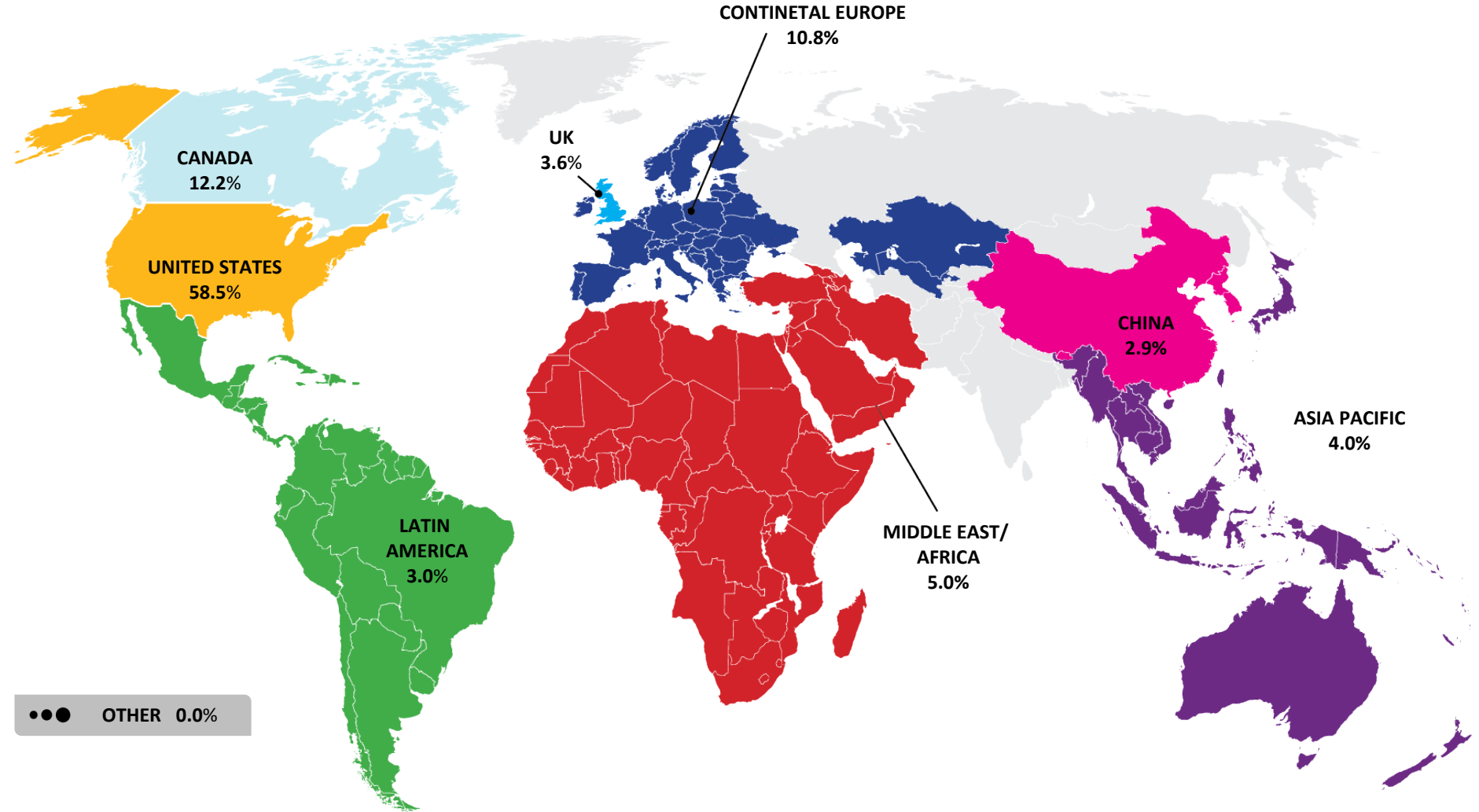
# REVENUE TREND

IN MILLIONS





# 2024 SALES MIX BY REGION

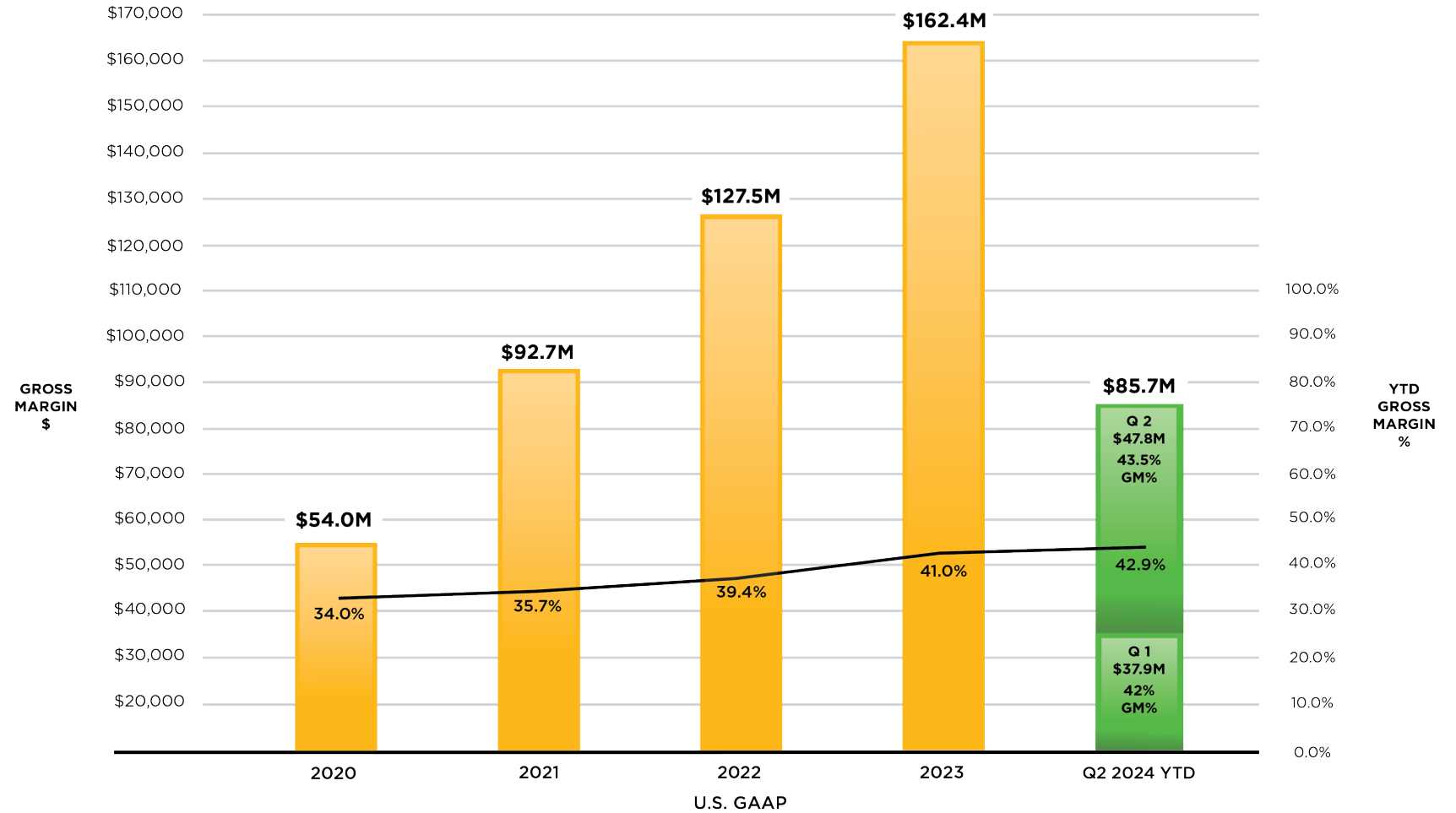






# GROSS MARGIN TREND

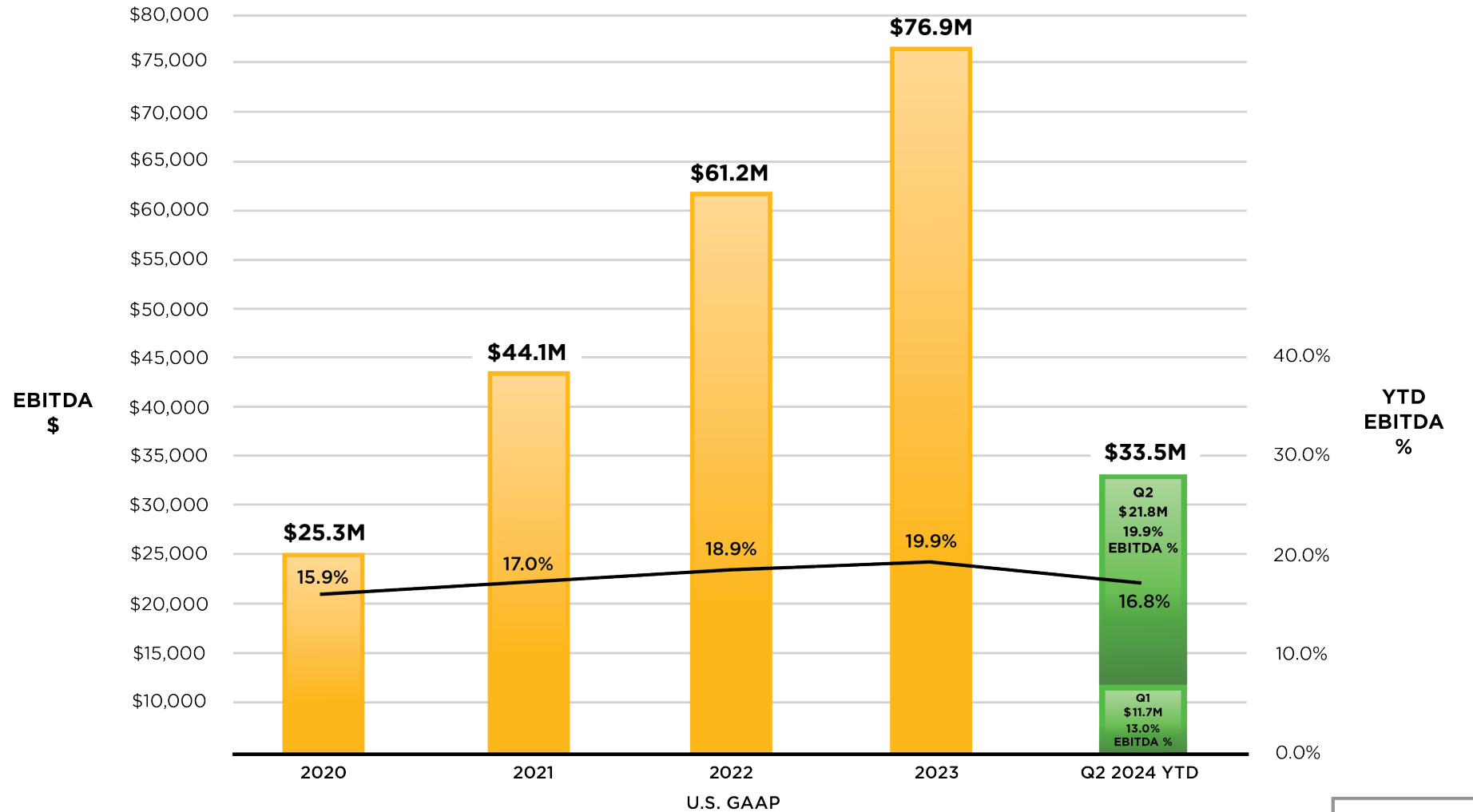
IN MILLIONS





# EBITDA PROFILE

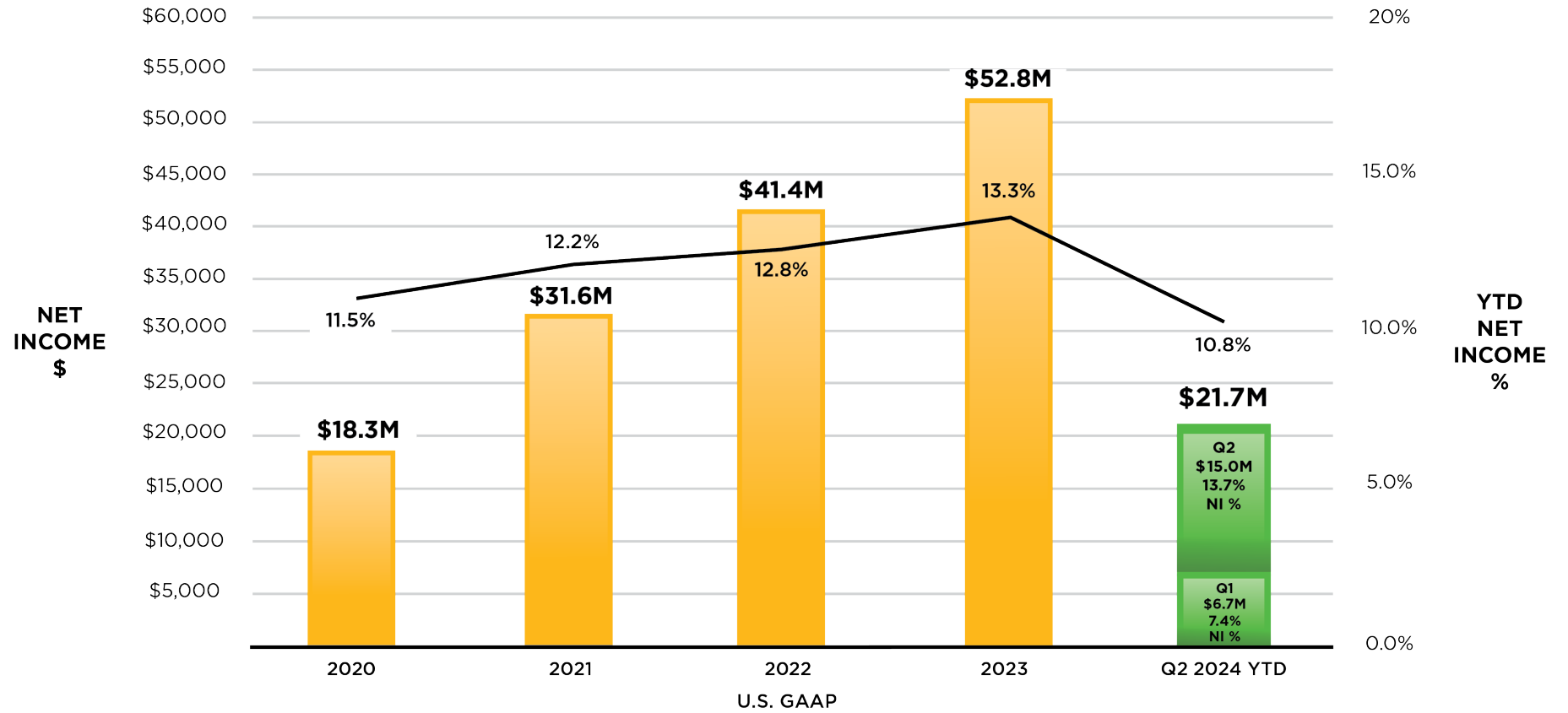
IN MILLIONS





# NET INCOME TREND

IN MILLIONS





# STRONG FINANCIAL POSITION

IN MILLIONS

	2022	2023	Q2 2024
<b>CASH • CASH EQUIVALENTS</b>	\$8.1M	\$11.6M	\$15.0M
<b>NET WORKING CAPITAL</b>	\$79.4M	\$110.0M	\$116.9M
<b>ACCOUNTS RECEIVABLE</b>	\$14.7M	\$24.1M	\$29.5M
<b>TOTAL INVENTORY</b>	\$80.6M	\$106.5M	\$97.6M
<b>TOTAL ASSETS</b>	\$193.4M	\$252.0M	\$261.8M
<b>TOTAL DEBT</b> (EXCLUDES LEASE OBLIGATIONS)	\$26.1M	\$19.4M	\$11.3M
<b>OPERATING CASH FLOWS</b>	\$12.1M	\$37.4M	\$21.9M



# 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



APPENDIX



# NON - GAAP MEASURES

## EBITDA RECONCILIATION

IN MILLIONS

	YEAR ENDED		2023 YTD	2024 YTD
	Dec 31, 2022	Dec 31, 2023	Jun 30, 2023	Jun 30, 2024
NET INCOME	\$41.4M	\$52.8M	\$27.2M	\$21.7M
INTEREST	\$1.4M	\$1.2M	\$ .9M	\$ .9M
TAXES	\$10.6M	\$13.2M	\$7.0M	\$5.3M
DEPRECIATION	\$3.4M	\$4.5M	\$2.0M	\$2.8M
AMORTIZATION	\$4.4M	\$5.1M	\$2.4M	\$2.8M
EBITDA	\$61.2M	\$76.9M	\$39.5M	\$33.5M



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**COMPLETE PROTECTION, UNSEEN.**