

A Ford Bronco is shown driving through a desert landscape. The vehicle is covered in dust and is moving at a high speed, as indicated by the blurred background. The terrain is dry and sandy, with some low-lying desert shrubs. In the distance, there are large, rugged mountains under a clear sky.

LEADER IN PROTECTIVE FILMS

# XPEL INVESTOR PRESENTATION

Q2 2025 | San Antonio, TX | NASDAQ: XPEL

# FORWARD-LOOKING STATEMENTS

This presentation includes forward-looking statements (within the meaning of Section 27A of the Securities act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended) regarding XPEL, Inc. and its business, which may include, but is not limited to, anticipated use of proceeds from capital transactions, expansion into new markets, execution of the company's growth strategy and outlook. Often, but not always, forward-looking statements can be identified by the use of words such as "plans," "is expected," "expects," "scheduled," "intends," "contemplates," "anticipates," "believes," "proposes" or variations (including negative variations) of such words and phrases, or state that certain actions, events or results "may," "could," "would," "might" or "will" be taken, occur or be achieved. Such statements are based on the current expectations and assumptions of the management of XPEL. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements expressed or implied by the forward-looking statements. These risks, uncertainties and other factors relate to, among others: competition, a prolonged or material contraction in automotive sales and production volumes, disruption in our supply chain, technology that could render our products obsolete, changes in the way vehicles are sold, damage to our brand and reputation, cyber events and other legal and regulatory developments. There are several risks, uncertainties, and other important factors, many of which are beyond the Company's control, that could cause its actual results to differ materially from the forward-looking statements contained in this presentation, including those described in the "Risk Factors" section of Annual Report on Form 10-K. Although XPEL has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results to differ from those anticipated, estimated or intended. No forward-looking statement can be guaranteed. Except as required by applicable securities laws, forward-looking statements speak only as of the date on which they are made and XPEL undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.



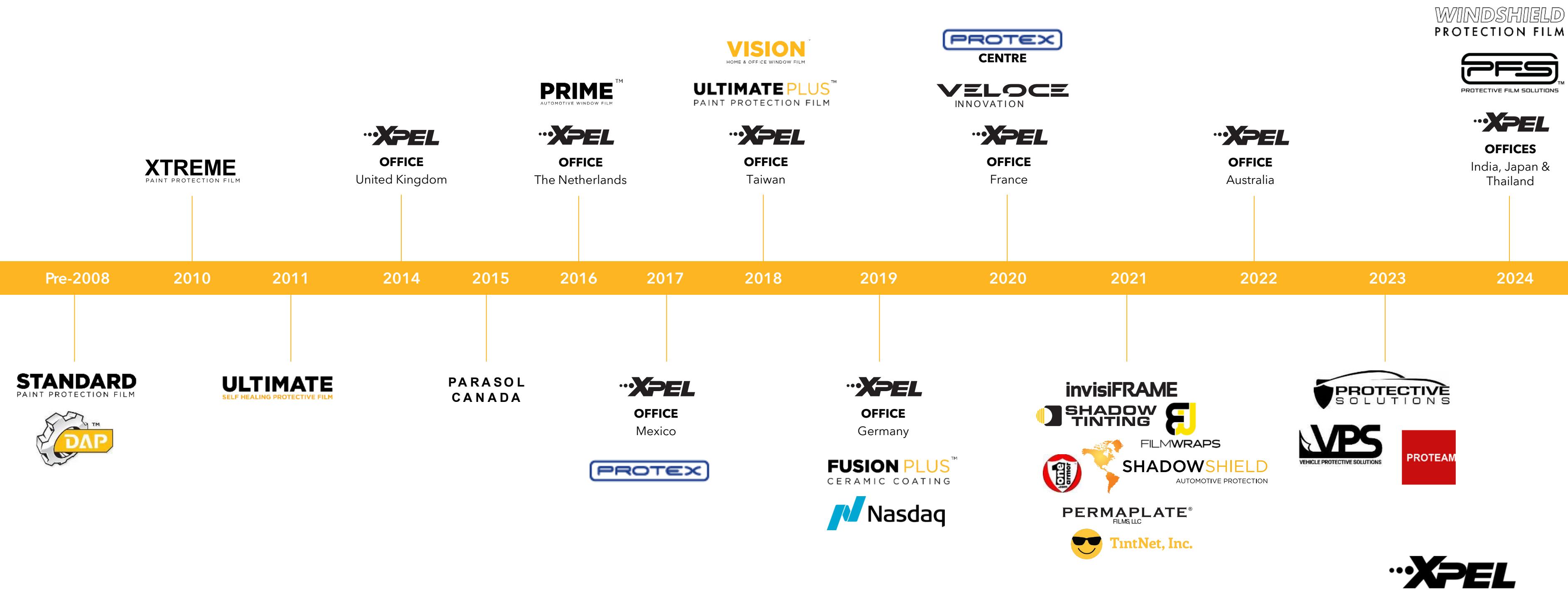
# LEADER IN PROTECTIVE FILMS & COATINGS

We empower people to live boldly and go confidently.

- 📍 Headquartered in San Antonio, Texas
- 🚩 Founded in 1997
- 📈 NASDAQ: XPEL
- 👤 1,100+ Full-time Employees
- 🌐 Global Operations

# OUR MILESTONES

Where We've Been



# AUTOMOTIVE PROTECTION

**XPEL**

# AUTOMOTIVE PROTECTION

There's an XPEL Product for Every Need



Paint Protection Film



Window Film



Ceramic Coating



Windshield Protection Film



# PAINT PROTECTION FILM

Peace of mind on the open road, protecting vehicles from gravel, bug acids, bird droppings, and preventing chips and scratches before they start.

- ☰ Self Healing
- 🚫 Stain Resistant
- ▣ Vehicle Specific for Perfect Fit
- ⚡ Easy Maintenance
- 👋 Non-Yellowing



# AUTOMOTIVE WINDOW FILM

Our advanced window film technology ensures superior heat rejection, UV protection, and glare reduction, while maintaining crystal-clear visibility.

- ☀ Solid Heat Barrier
- ☂ UV Ray Protection
- 👓 Dark Tint, Clear Visibility
- 📴 No Signal Interference
- ॥ Different Shades, Providing More Options



# CERAMIC COATING

Designed for various surface types, FUSION PLUS bonds at a molecular level to repel dirt and liquids for easy cleaning and less fuss over time.

- 💧 Repels Water
- 👁️ Improves Clarity
- 🛡️ Environmental Defense
- 🔧 Easy Maintenance
- 🚗 Can be Applied on Top of PPF

# PROTECTION PERSONALIZATION

Virtually Unlimited Options for Every Budget



**\$700 - \$1,500**

- Window Tint (All Windows)



**\$1,800 - \$2,500**

- Paint Protection Film (Full Front)



**\$6,000 - \$8,000**

- Paint Protection Film (Full Body)
- Ceramic Coating (Full Body)
- Interior Protection Film (Screen)

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# CHANNEL STRATEGY

A Diversified Channel Strategy for Scalable Growth

**51%**

of Revenue



## AFTERMARKET

Independent shops serving enthusiast customers and select local dealers.

Hands-on experts offering personalized installations and driving grassroots brand loyalty.

**23%**

of Revenue



## DEALERSHIPS / BODY SHOPS

Franchise dealerships integrating XPEL solutions at the point of sale.

Trusted by new car buyers seeking built-in protection and appearance enhancements

**5%**

of Revenue



## OEM

Vehicle manufacturers integrating XPEL products at the factory or logistics level.

Embedded at scale, offering protection from day one with factory-quality assurance.

**5%**

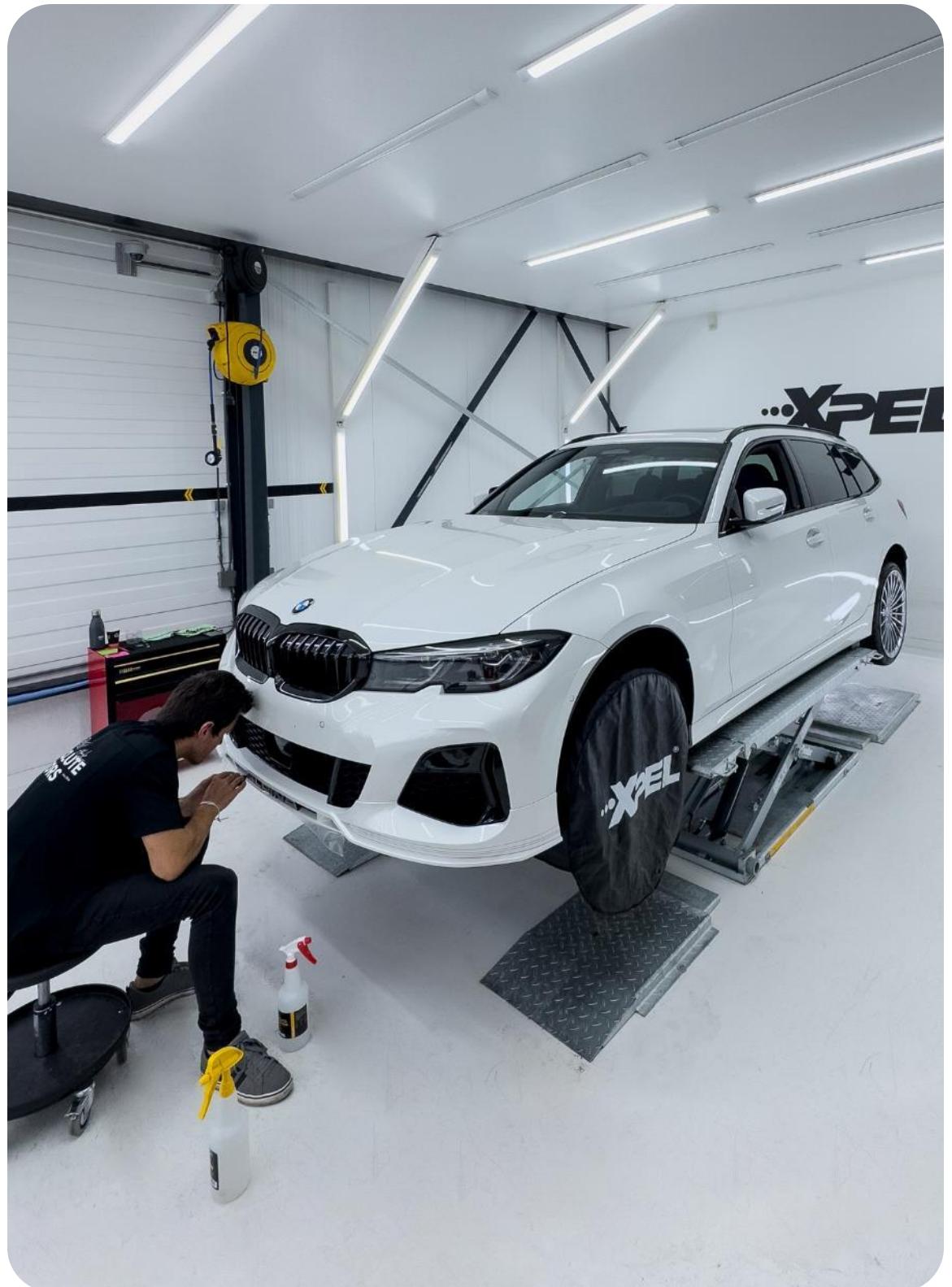
of Revenue



## E-COMMERCE

Online sales via XPEL.com, Amazon, and partner marketplaces.

Making car care accessible to every driver through trusted digital storefronts.



# AFTERMARKET

Independent shops drive personalized installation experiences and are key to market penetration at the enthusiast level.

## What They Sell & Buy:

- Paint protection film & window tint
- DAP software subscriptions
- Plotter equipment
- Install supplies & accessories

## Customer Profile:

- Small business operations
- Often enthusiast-owned
- Offer highly tailored service



# DEALERSHIPS

Franchise dealers offer XPEL products as add-ons to their new inventory combined with compliant addendum software, this serves as a feeder strategy to upselling more vehicle coverage in the F&I department to the consumer.

## Channel Traits:

- Products added as dealer-installed options
- Bundling capability with PPF, tint, ceramic coatings
- Appealing to new car buyers looking for long-term protection

## Business Value:

- High-volume channel
- Embedded in existing auto buying process
- Builds recurring relationships with large dealer groups

# DEALERSHIP MODELS

Flexible Models to Deliver Solutions—Based on Capacity, Control, and Scale

## INTERNAL PROGRAM

The dealership directly manages installation using in-house staff, supported by XPEL's tools, training, and software.

## AFTERMARKET PARTNERSHIP

The dealership outsources installation to a certified local installer and retains margin through retail markup.

## XPEL PARTNERSHIP

XPEL provides end-to-end installation services, ideal for high-volume programs with minimal dealer involvement. XPEL employees are embedded on dealership premises.

# PPF CUSTOMER ECONOMICS

Paint Protection That Pays—From Entry to Full Coverage



○ **\$100 - \$200**

- Partial Front
- Covers 6" - 12" of leading of hood



○ **\$1,800 - \$2,500**

- Full Front
- Covers entire painted front bumper, hood, fenders, headlights, and backs of painted mirrors



○ **\$4,000 - \$6,000**

- Full Body
- Covers entire car.

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# OEM

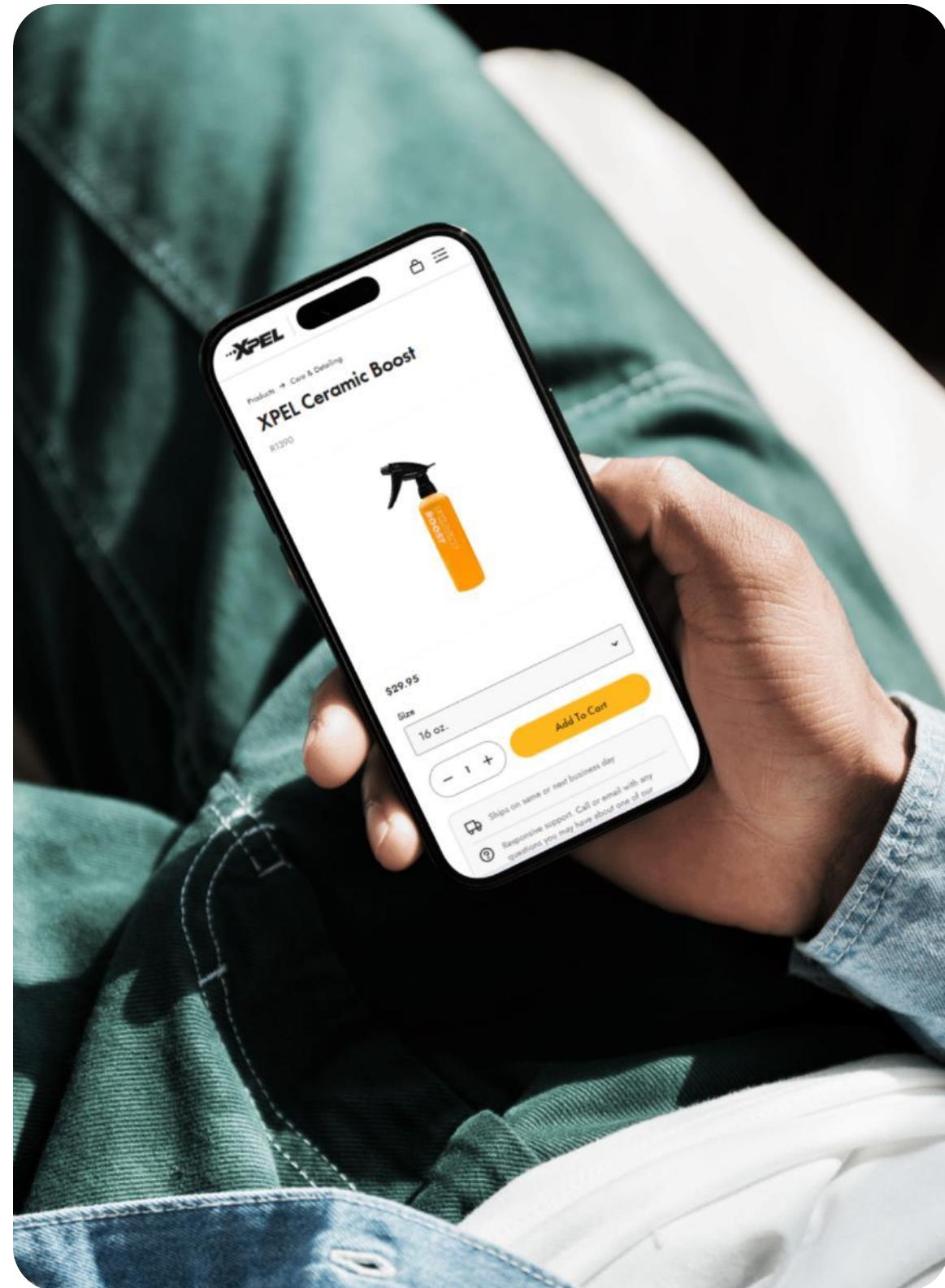
XPEL partners with automakers to apply protective films at factories or logistics hubs—delivering factory-quality installs at scale.

## How it Works:

- Factory integration
- XPEL-owned uplift facility
- Ports & logistics locations
- Dealership & automotive retailers
- Post vehicle delivery / Referral programs

## Business Value:

- Scalable, high-volume channel
- Early-stage product attachment
- Partnership-driven innovation and customization



# E-COMMERCE

XPEL connects directly with consumers through eCommerce platforms, offering a growing portfolio of car care and protection products.

## What We Sell:

- Car wash & detailing products
- Installation tools

## Business Value:

- Extends reach to enthusiasts and mass-market consumers
- Builds direct customer relationships
- Supports brand awareness beyond B2B



## XPEL CUSTOMER EXPERIENCE

Our designated customer support team is available **24/7**.

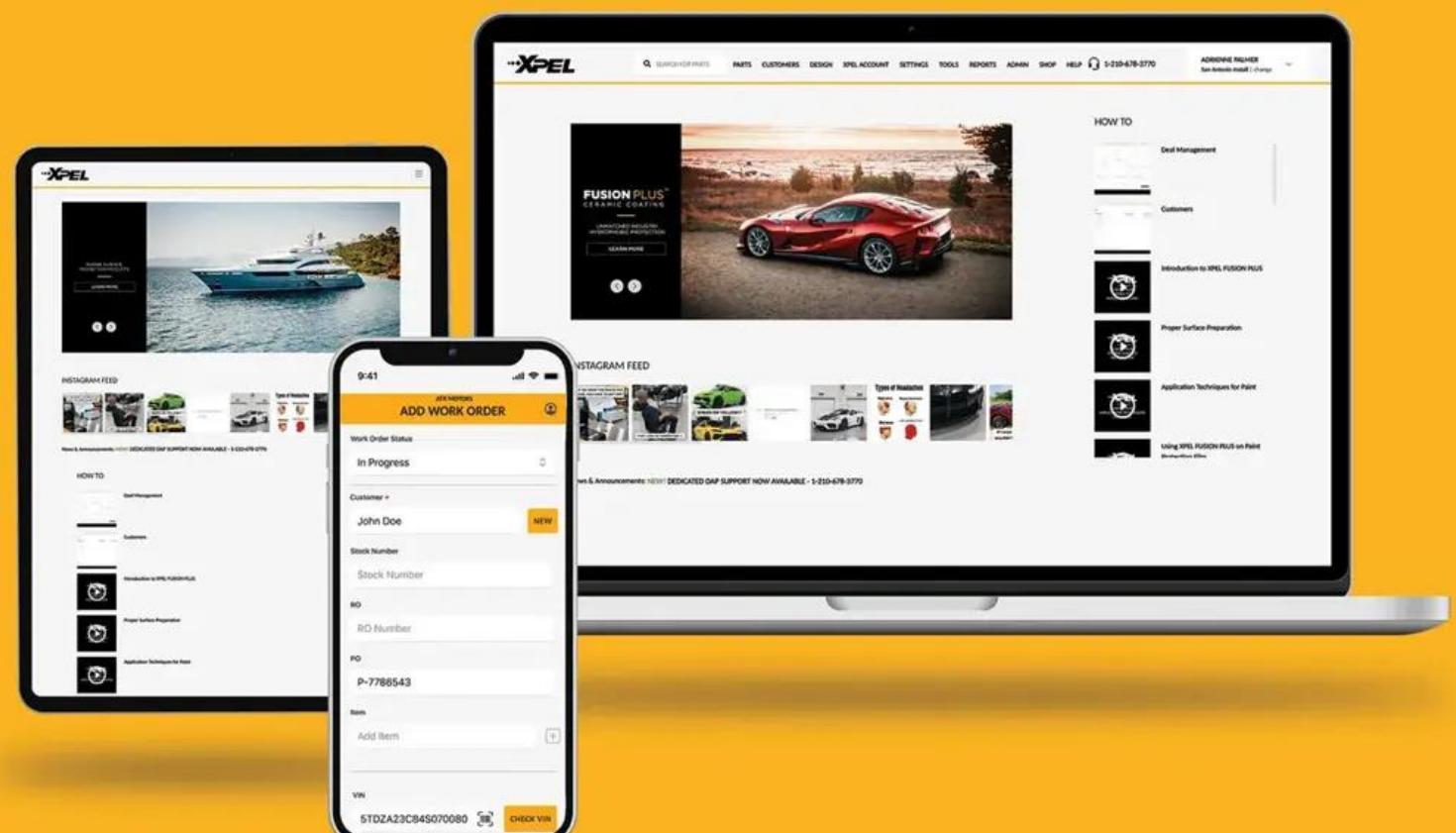
No matter the type of business or size of the company, our team meets our customers where they are.

Whether a customer needs assistance with expediting an order, troubleshooting software, or even advising on business solutions, our entire team is dedicated to supporting our customers.

# XPEL DAP SOFTWARE

XPEL Certified Installers have access to more than **80,000** patterned paint protection kits via DAP—our proprietary SaaS and cutting software.

DAPNext is the newest version of DAP and is designed to become an all-in-one digital business solution for our customers.





# XPEL INSTALLER TRAINING

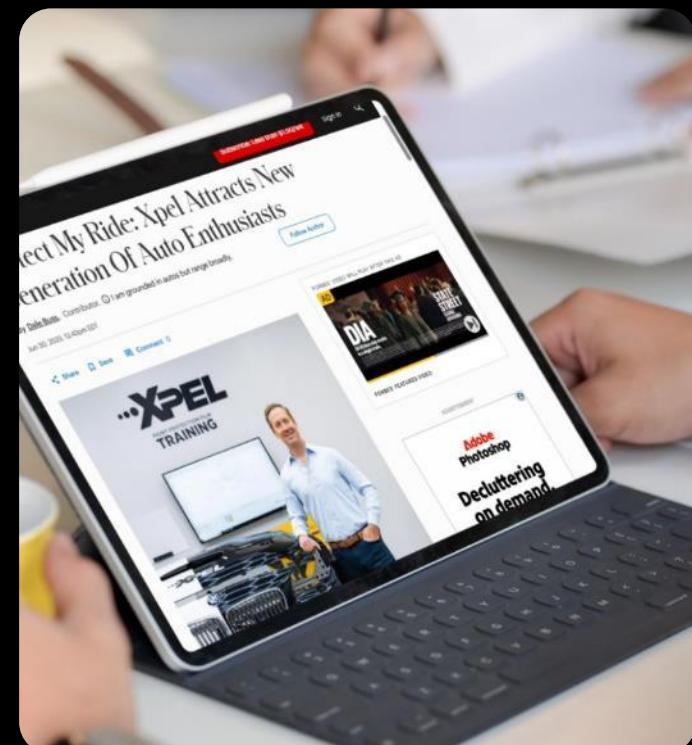
We offer beginner and advanced training for our core product offerings—PPF, Ceramic Coatings, Window Tint, and Architectural Window Film.

Training is available offsite or onsite at one of our Corporate Training Facilities in **eight** countries.

Our training program is tailored to our design patterns and products to ensure an optimal outcome.

# DRIVING AWARENESS AND DEMAND ACROSS MARKETS

- Lead Generation
- Global & Local Event Marketing
- Influencer Partnerships
- Media Relations
- Brand & Product Campaigns
- Market Research & Insights



# PROTECT EVERYTHING

Innovating Protection for Every Surface

**94%**

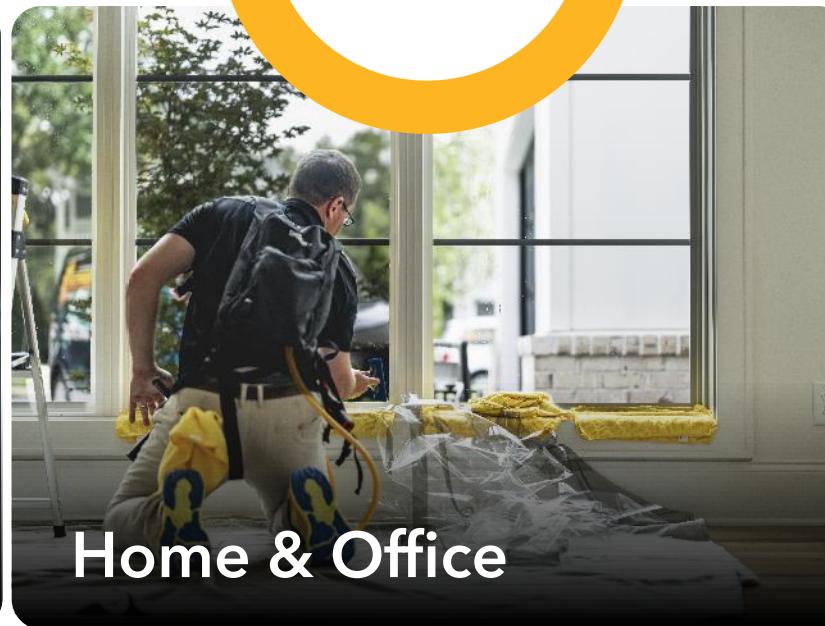
of Revenue



**Automotive**

**4%**

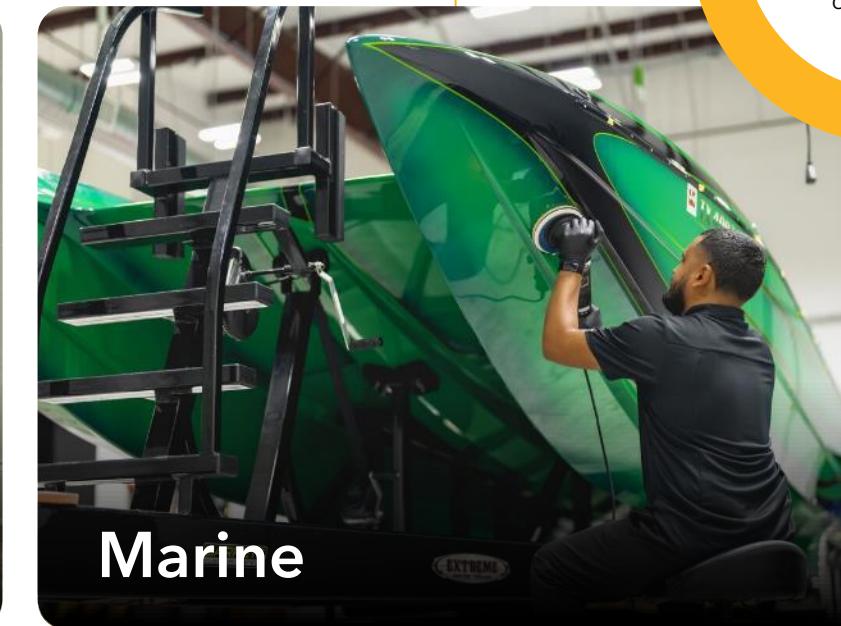
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**Home & Office**

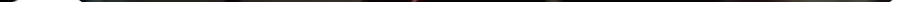
**<1%**

of Revenue



**Marine**

**Bike & More**



- Paint Protection Film
- Window Film
- Windshield Protection Film
- Ceramic Coatings
- Care & Detailing

- Window Film:
  - Solar Control
  - Safety and Security
  - Decorative
- Surface Protection Film:
  - Countertops
  - Appliances
  - Etc.

- Window Film
- Protection Film
- Ceramic Coatings

- Protection Film
- Ceramic Coatings

# CAPITAL ALLOCATION

Investing in Growth that Enhances Shareholder Value

## M&A

- **Service Expansion:** Invest in businesses that increase installer reach and dealership access
- **Channel Access:** Acquire adjacent services or products for core markets (aftermarket, dealer, OEM)
- **Technology & Product:** Acquire IP or differentiated product lines

## CAPEX

- **Facilities & Service Delivery:** Build and expand service centers for retail, OEM, and dealer channels
- **Manufacturing & Technology:** Insource key operations to improve margin, control, and quality

## SHARE REPURCHASES

- Execute opportunistically when value creation is clear
- Fund with excess cash
- Maintain a conservative net debt position

# STRATEGIC FOCUS AREAS

Expanding Vehicle Content, TAM, and Channel Reach



## DRIVE NEW-VEHICLE ATTACHMENT

Increase product attachment through efficient aftermarket ops, expanded dealership reach, and OEM integration.



## EXPAND CONTENT PER VEHICLE

Boost revenue per vehicle with adjacent offerings like windshield protection and colored films.



## GROW DEALERSHIP TAM

Broaden service and product offerings to deepen penetration across dealership networks.



## LEVERAGE BRAND LOYALTY

Turn brand advocates into lifelong customers through cross-category personalization and protection.

# FINANCIAL INFORMATION

**XPEL**

# FY 2024 FINANCIAL HIGHLIGHTS

Driving Financial Strength and Long-term Value

**\$420.4M**  
Consolidated Revenue

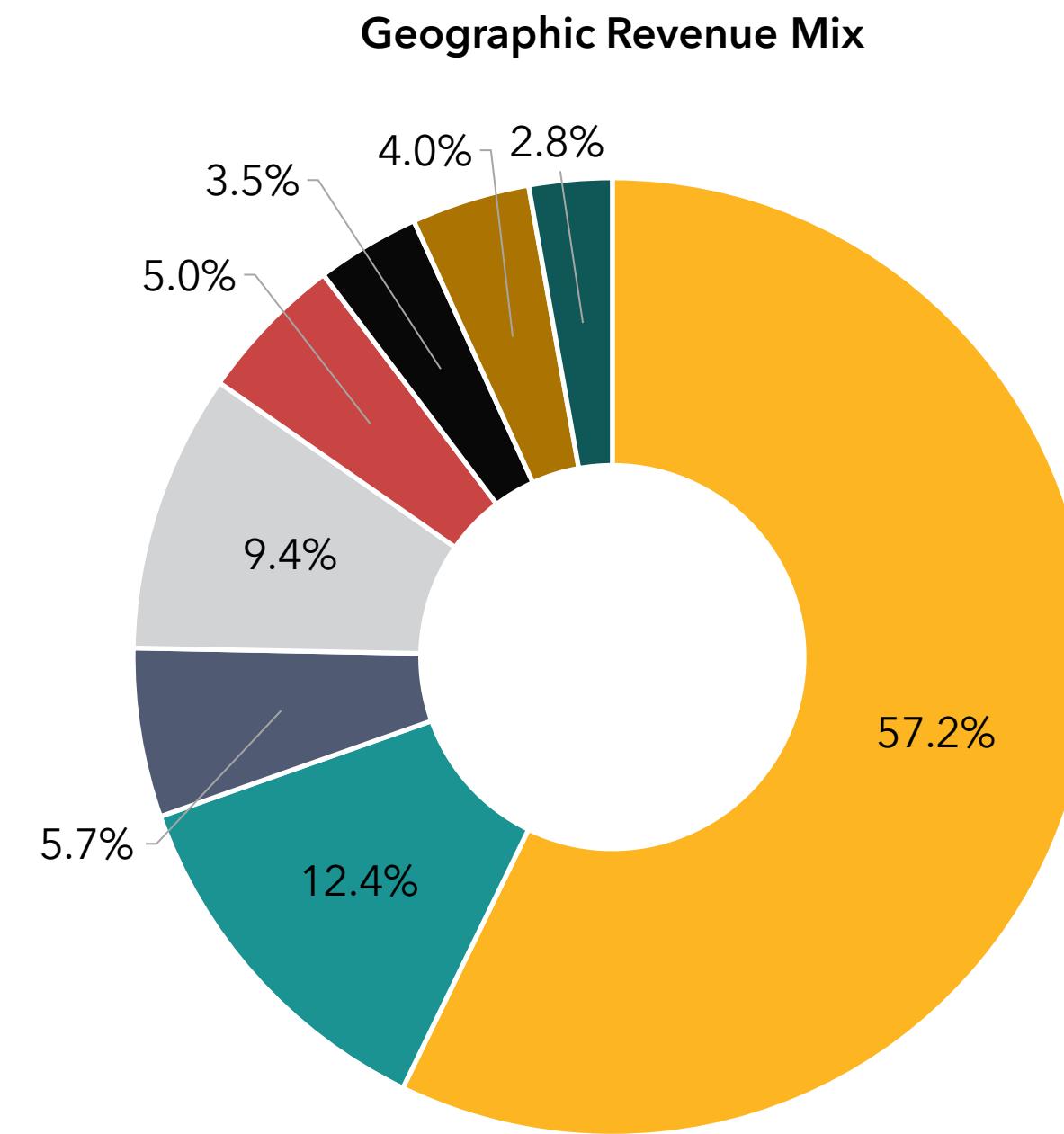
**\$1.65**  
EPS

**\$177.4M**  
Consolidated Gross Margin

**42.2%**  
Gross Margin %

**\$69.5M**  
Consolidated EBITDA

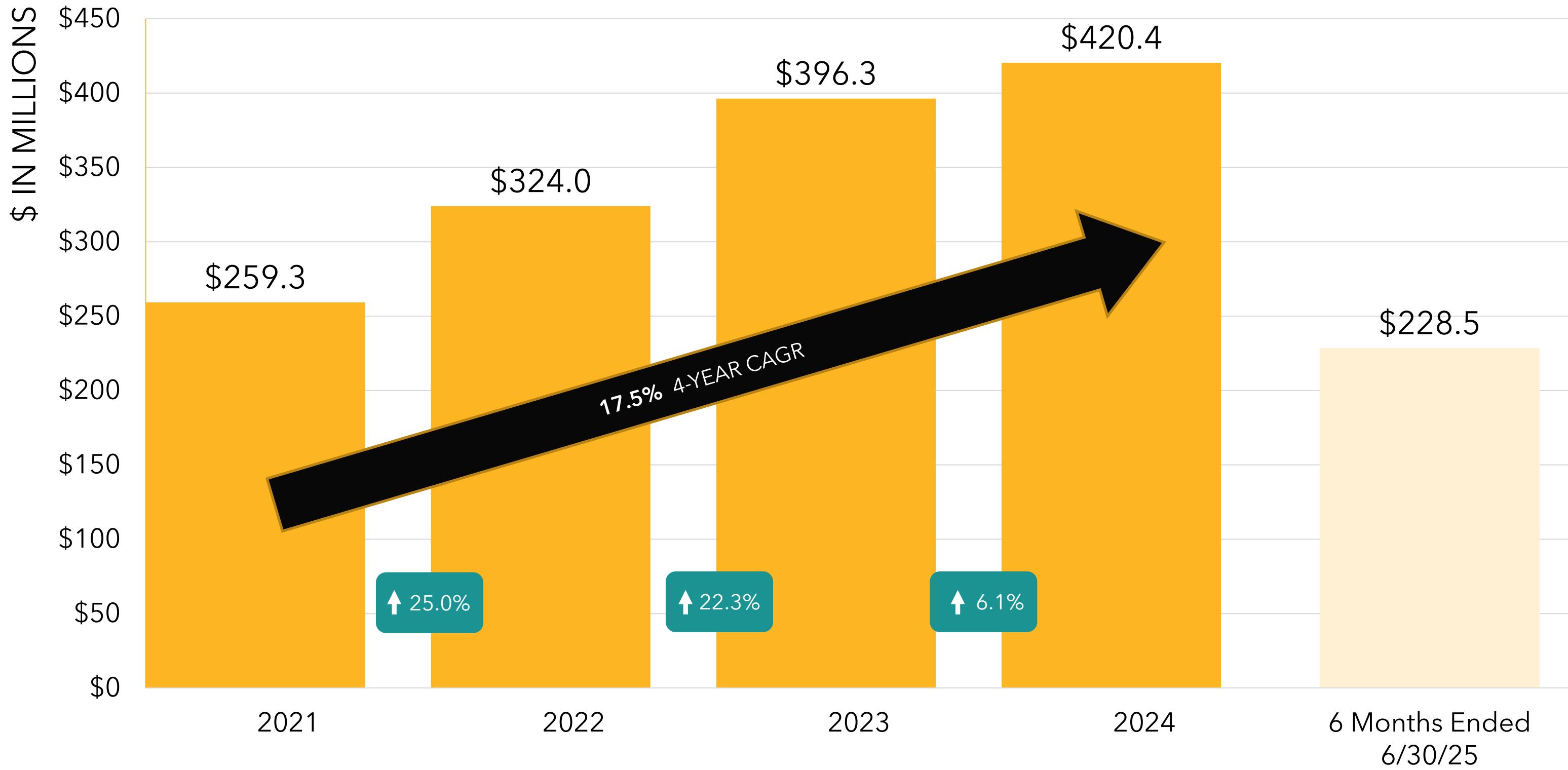
**\$0**  
Net Debt



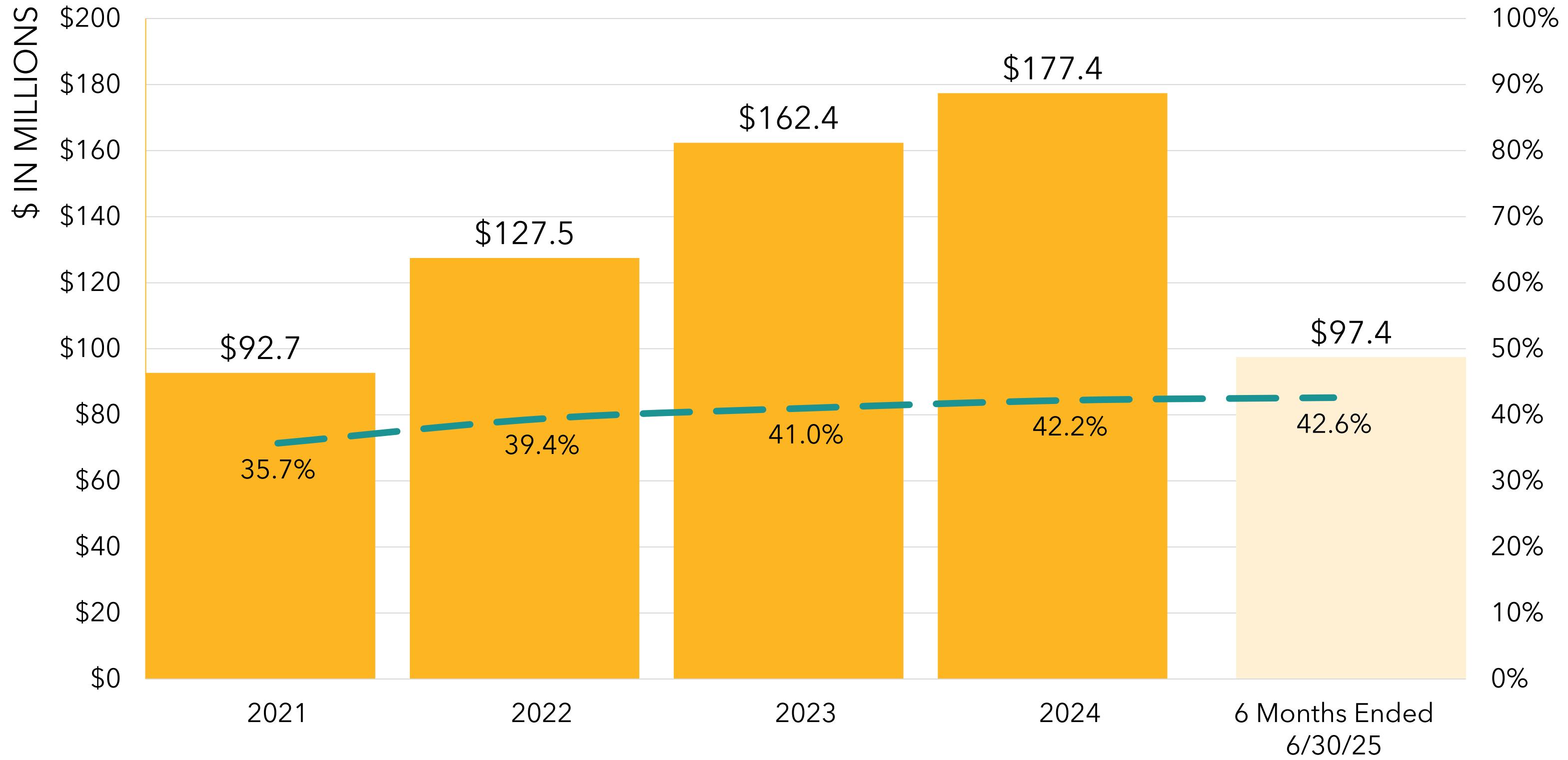
■ US   ■ Canada   ■ China   ■ Europe  
■ Middle East   ■ UK   ■ APAC   ■ LATAM

..XPEL

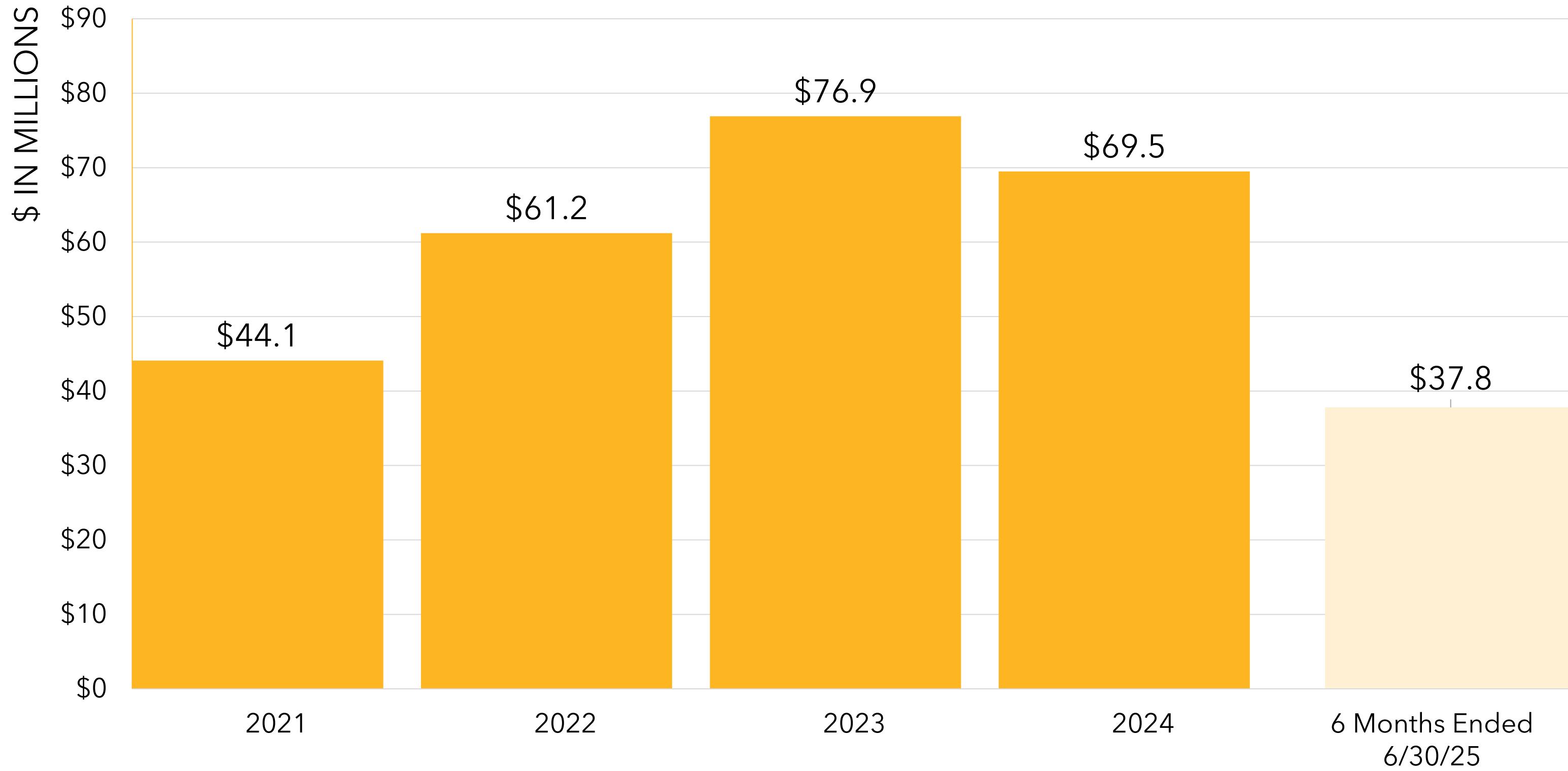
# REVENUE TREND



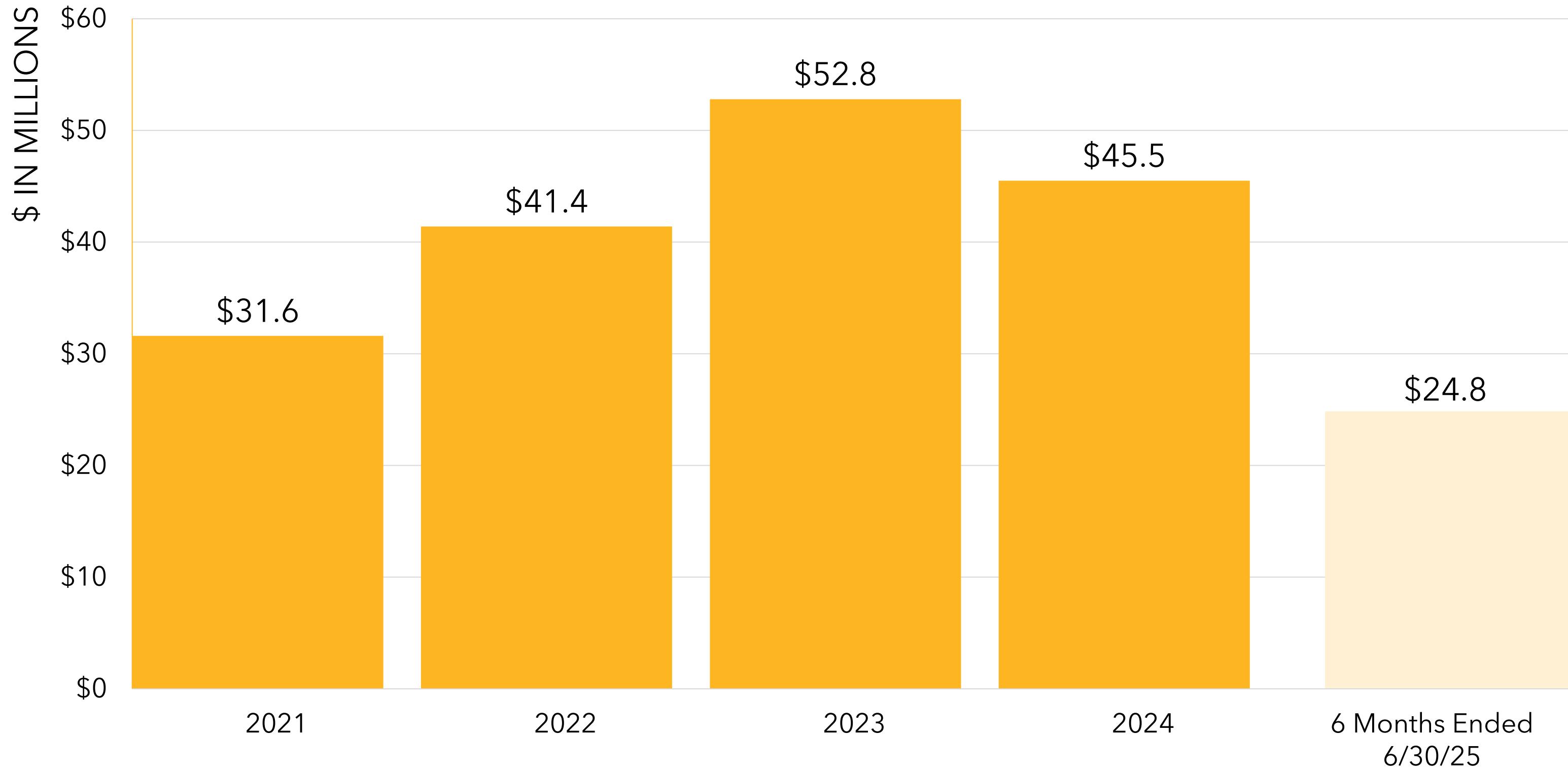
# GROSS MARGIN TREND



# EBITDA PROFILE



# NET INCOME TREND



# STRONG FINANCIAL POSITION

	2023	2024	As of 6/30/25
<b>Cash • Cash Equivalents</b>	\$11.6M	\$22.1M	\$49.6M
<b>Net Working Capital</b>	\$110.0M	\$126.8M	\$152.7M
<b>Accounts Receivable</b>	\$24.1M	\$29.1M	\$38.1M
<b>Total Inventory</b>	\$106.5M	\$110.9M	\$104.1M
<b>Total Assets</b>	\$252.0M	\$285.6M	\$318.1M
<b>Total Debt</b> <small>(Excludes Lease Obligations)</small>	\$19.4M	\$0.3M	\$0
<b>Operating Cash Flows</b>	\$37.4M	\$47.8M	\$31.1M

# APPENDIX

**XPEL**

# NON-GAAP MEASURES | EBITDA RECONCILIATION

	YEAR ENDED	2025 YTD	
	Dec. 31, 2023	Dec. 31, 2024	Jun. 30, 2025
<b>Net Income</b>	\$52.8M	\$45.5M	\$24.8M
<b>Interest</b>	\$1.2M	\$1.0M	\$0.1M
<b>Taxes</b>	\$13.2M	\$11.3M	\$6.8M
<b>Depreciation</b>	\$4.5M	\$5.8M	\$3.1M
<b>Amortization</b>	\$5.1M	\$5.9M	\$3.1M
<b>EBITDA</b>	\$76.9M	\$69.5M	\$37.8M