UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 10-Q

(Mark One)

☒ **QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended June 30, 2023

OR

☐ **TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from to

Commission file number 001-38858

XPEL, INC.

(Exact name of registrant as specified in its charter)

Nevada	**20-1117381**
(State or other jurisdiction of incorporation or organization)	(I.R.S. Employer Identification No.)

711 Broadway St., Suite 320	**San Antonio**	**Texas**	**78215**
(Address of Principal Executive Offices)			(Zip Code)

Registrant's telephone number, including area code: (210) 678-3700

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol	Name of each exchange on which registered
Common Stock, par value $0.001 per share	XPEL	The Nasdaq Stock Market LLC

Indicate by check mark whether the registrant: (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports); and (2) has been subject to such filing requirements for the past 90 days. Yes ☒ No ☐

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes ☒ No ☐

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of “large accelerated filer,” “accelerated filer”, “smaller reporting company” and "emerging growth company" in Rule 12b-2 of the Exchange Act. (Check one):

Large accelerated filer	☒	Accelerated filer	☐
Non-accelerated filer	☐	Smaller reporting company	☐
Emerging growth company	☐		

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Act). Yes ☐ No ☒

The registrant had 27,622,944 shares of common stock outstanding as of August 9, 2023.

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Part I. Financial Information

Item 1. Financial Statements

XPEL, INC.

Condensed Consolidated Balance Sheets
(In thousands except share and per share data)

	(Unaudited) June 30, 2023	(Audited) December 31, 2022
Assets		
Current		
Cash and cash equivalents	$ 14,298	$ 8,056
Accounts receivable, net	23,983	14,726
Inventories	82,714	80,575
Prepaid expenses and other current assets	4,660	3,464
Total current assets	125,655	106,821
Property and equipment, net	15,523	14,203
Right-of-use lease assets	15,161	15,309
Intangible assets, net	30,590	29,294
Other non-current assets	1,138	972
Goodwill	28,594	26,763
Total assets	$ 216,661	$ 193,362
Liabilities		
Current		
Current portion of notes payable	$ —	$ 77
Current portion of lease liabilities	3,871	3,885
Accounts payable and accrued liabilities	31,194	22,970
Income tax payable	331	470
Total current liabilities	35,396	27,402
Deferred tax liability, net	1,481	2,049
Other long-term liabilities	1,176	1,070
Borrowings on line of credit	13,000	26,000
Non-current portion of lease liabilities	12,300	12,119
Total liabilities	$ 63,353	$ 68,640
Commitments and Contingencies (Note 11)		
Stockholders' equity		
Preferred stock, $0.001 par value; authorized 10,000,000; none issued and outstanding	—	—
Common stock, $0.001 par value; 100,000,000 shares authorized; 27,620,027 and 27,616,064 issued and outstanding and outstanding, respectively	28	28
Additional paid-in-capital	11,730	11,073
Accumulated other comprehensive loss	(1,448)	(2,203)
Retained earnings	142,998	115,824
Total stockholders' equity	153,308	124,722
Total liabilities and stockholders' equity	$ 216,661	$ 193,362

See notes to condensed consolidated financial statements.

XPEL, INC.

Condensed Consolidated Statements of Income (Unaudited)
(In thousands except per share data)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2023	2022	2023	2022
Revenue				
Product revenue	$ 80,906	$ 67,040	$ 148,214	$ 125,137
Service revenue	21,331	16,850	39,864	30,617
Total revenue	102,237	83,890	188,078	155,754
Cost of Sales				
Cost of product sales	49,557	44,227	91,737	82,421
Cost of service	8,686	6,680	16,388	12,633
Total cost of sales	58,243	50,907	108,125	95,054
Gross Margin	43,994	32,983	79,953	60,700
Operating Expenses				
Sales and marketing	8,147	5,906	14,824	12,218
General and administrative	15,656	11,328	30,010	22,696
Total operating expenses	23,803	17,234	44,834	34,914
Operating Income	20,191	15,749	35,119	25,786
Interest expense	338	322	860	542
Foreign currency exchange loss	32	457	21	462
Income before income taxes	19,821	14,970	34,238	24,782
Income tax expense	4,080	3,068	7,064	5,076
Net income	$ 15,741	$ 11,902	$ 27,174	$ 19,706
Earnings per share				
Basic	$ 0.57	$ 0.43	$ 0.98	$ 0.71
Diluted	$ 0.57	$ 0.43	$ 0.98	$ 0.71
Weighted Average Number of Common Shares				
Basic	27,619	27,613	27,617	27,613
Diluted	27,631	27,613	27,629	27,613

See notes to condensed consolidated financial statements.

XPEL, INC.

Condensed Consolidated Statements of Comprehensive Income (Unaudited)
(In thousands)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2023	2022	2023	2022
Other comprehensive income				
Net income	$ 15,741	$ 11,902	$ 27,174	$ 19,706
Foreign currency translation	456	(1,175)	755	(1,270)
Total comprehensive income	$ 16,197	$ 10,727	$ 27,929	$ 18,436

See notes to condensed consolidated financial statements.

XPEL, INC.

Condensed Consolidated Statements of Changes in Stockholders' Equity (Unaudited)
(In thousands)

Stockholders' Equity - Three Months Ended June 30

	Common Stock		Additional	Retained	Accumulated Other Comprehensive	Total Stockholders'
	Shares	Amount	Paid-in-Capital	Earnings	Income (Loss)	Equity
Balance as of March 31, 2022	27,613	$ 28	$ 10,652	$ 82,247	$ (685)	$ 92,242
Net income	—	—	—	11,902	—	11,902
Foreign currency translation	—	—	—	—	(1,175)	(1,175)
Stock-based compensation	—	—	108	—	—	108
Balance as of June 30, 2022	27,613	28	10,760	94,149	(1,860)	103,077
Balance as of March 31, 2023	27,616	28	11,376	127,257	(1,904)	136,757
Net income	—	—	—	15,741	—	15,741
Foreign currency translation	—	—	—	—	456	456
Stock-based compensation	4	—	354	—	—	354
Balance as of June 30, 2023	27,620	$ 28	$ 11,730	$ 142,998	$ (1,448)	$ 153,308

Stockholders' Equity - Six Months Ended June 30

	Common Stock		Additional	Retained	Accumulated Other Comprehensive	Total Stockholders'
	Shares	Amount	Paid-in-Capital	Earnings	Income (Loss)	Equity
Balance as of December 31, 2021	27,613	$ 28	$ 10,581	$ 74,443	$ (590)	$ 84,462
Net income	—	—	—	19,706	—	19,706
Foreign currency translation	—	—	—	—	(1,270)	(1,270)
Stock-based compensation	—	—	179	—	—	179
Balance as of June 30, 2022	27,613	28	10,760	94,149	(1,860)	103,077
Balance as of December 31, 2022	27,616	28	11,073	115,824	(2,203)	124,722
Net income	—	—	—	27,174	—	27,174
Foreign currency translation	—	—	—	—	755	755
Stock-based compensation	4	—	657	—	—	657
Balance as of June 30, 2023	27,620	$ 28	$ 11,730	$ 142,998	$ (1,448)	$ 153,308

See notes to condensed consolidated financial statements.

XPEL, INC.

Condensed Consolidated Statements of Cash Flows (Unaudited)
(In thousands)

	Six Months Ended June 30,	
	2023	2022
Cash flows from operating activities		
Net income	$ 27,174	$ 19,706
Adjustments to reconcile net income to net cash provided by operating activities:		
Depreciation of property, plant and equipment	2,030	1,596
Amortization of intangible assets	2,372	2,131
Gain on sale of property and equipment, net	(10)	(11)
Stock-based compensation	657	179
Bad debt expense	156	251
Deferred income tax	(594)	16
Accretion on notes payable	—	5
Changes in assets and liabilities:		
Accounts receivable	(9,021)	(6,604)
Inventory, net	(1,583)	(22,725)
Prepaid expenses and other assets	(975)	(1,039)
Income tax receivable and payable	(136)	96
Accounts payable and accrued liabilities	7,303	3,874
Net cash provided by (used in) operating activities	27,373	(2,525)
Cash flows used in investing activities		
Purchase of property, plant and equipment	(3,306)	(4,025)
Proceeds from sale of property and equipment	24	53
Acquisition of a business, net of cash acquired	(4,457)	—
Development of intangible assets	(517)	(623)
Net cash used in investing activities	(8,256)	(4,595)
Cash flows from financing activities		
Net (repayments of) borrowings on revolving credit agreement	(13,000)	7,000
Restricted stock withholding taxes paid in lieu of issued shares	(28)	—
Repayments of notes payable	(77)	(294)
Net cash (used in) provided by financing activities	(13,105)	6,706
Net change in cash and cash equivalents	6,012	(414)
Foreign exchange impact on cash and cash equivalents	230	91
Increase (decrease) in cash and cash equivalents during the period	6,242	(323)
Cash and cash equivalents at beginning of period	8,056	9,644
Cash and cash equivalents at end of period	$ 14,298	$ 9,321
Supplemental schedule of non-cash activities		
Non-cash lease financing	$ 1,810	$ 2,534
Issuance of common stock for vested restricted stock units	$ 134	$ —
Supplemental cash flow information		
Cash paid for income taxes	$ 7,810	$ 4,677
Cash paid for interest	$ 889	$ 502

See notes to condensed consolidated financial statements.

1. INTERIM FINANCIAL INFORMATION

The accompanying (a) condensed consolidated balance sheet as of December 31, 2022, which has been derived from audited financial statements, and (b) unaudited interim condensed consolidated financial statements as of and for the three and six months ended June 30, 2023 and 2022 have been prepared by XPEL, Inc. ("XPEL" or the "Company") in accordance with accounting principles generally accepted in the United States of America for interim financial information, pursuant to the rules and regulations of the Securities and Exchange Commission ("SEC"). Pursuant to these rules and regulations, certain financial information and footnote disclosures normally included in the financial statements have been condensed or omitted. However, in the opinion of management, the financial statements include all adjustments, consisting of normal recurring accruals, necessary for a fair presentation of the financial position, results of operations and cash flows of the interim periods presented. Operating results for the interim periods presented are not necessarily indicative of results to be expected for the full year or for any other interim period due to variability in customer purchasing patterns and seasonal, operating and other factors.

These condensed consolidated financial statements should be read in conjunction with the consolidated financial statements and related notes contained in the Company's Annual Report on Form 10-K as filed with the SEC on February 28, 2023 (the "Annual Report"). These condensed consolidated financial statements also should be read in conjunction with the Management's Discussion and Analysis of Financial Condition and Results of Operations section appearing in this report.

2. SIGNIFICANT ACCOUNTING POLICIES

Nature of Business - The Company is based in San Antonio, Texas and sells, distributes, and installs protective films and coatings, including automotive paint protection film, surface protection film, automotive and architectural window films and ceramic coatings. The Company was incorporated in the state of Nevada, U.S.A. in October 2003.

Basis of Presentation - The condensed consolidated financial statements are prepared in conformity with United States Generally Accepted Accounting Principles ("U.S. GAAP") and include the accounts of the Company and its wholly-owned subsidiaries. Intercompany accounts and transactions have been eliminated. The functional currency for the Company is the United States ("U.S.") dollar. The assets and liabilities of each of its wholly-owned foreign subsidiaries are translated into U.S dollars using the exchange rate at the end of the balance sheet date. Revenues and expenses are translated at the average exchange rates for the period. Gains and losses from translations are recognized in foreign currency translation included in accumulated other comprehensive loss in the accompanying consolidated balance sheets.

Segment Reporting - Management has concluded that XPEL's Chief Operating Decision Maker ("CODM") is the Company's Chief Executive Officer. The Company's CODM reviews the entire organization's consolidated results as a whole on a monthly basis to evaluate performance and make resource allocation decisions. Management views the Company's operations and manages its business as one operating segment.

Use of Estimates - The preparation of these condensed consolidated financial statements in conformity with U.S. GAAP requires management to make judgments and estimates and form assumptions that affect the reported amounts of assets and liabilities at the date of the consolidated financial statements and reported amounts of revenues and expenses during the reporting period. Estimates and underlying assumptions are reviewed on an ongoing basis. Actual outcomes may differ from these estimates under different assumptions and conditions.

Accounts Receivable - Accounts receivable are shown net of an allowance for expected credit losses and doubtful accounts of $0.2 million and $0.2 million as of June 30, 2023 and December 31, 2022, respectively. The Company evaluates the adequacy of its allowances by analyzing the aging of receivables, customer financial condition, historical collection experience, the value of any collateral and other economic and industry factors. Actual collections may differ from historical experience, and if economic, business or customer conditions deteriorate significantly, adjustments to these reserves may be required. When the Company becomes aware of factors that indicate a change in a specific customer's ability to meet its financial obligations, the Company records a specific reserve for credit losses. The Company had no significant accounts receivable concentration as of June 30, 2023 or December 31, 2022.

Provisions and Warranties - We provide a warranty on the Company's products. Liability under the warranty policy is based on a review of historical warranty claims. Adjustments are made to the accruals based on actual claims data. The Company's liability for warranties as of June 30, 2023 and December 31, 2022 was $0.3 million and $0.2 million, respectively. The following tables present a summary of the Company's accrued warranty liabilities for the six months ended June 30, 2023 and the twelve months ended December 31, 2022 (dollars in thousands):

		2023
Warranty liability, January 1	$	234
Warranties assumed in period		226
Payments		(150)
Warranty liability, June 30	$	310

		2022
Warranty liability, January 1	$	75
Warranties assumed in period		624
Payments		(465)
Warranty liability, December 31	$	234

Recently Adopted Accounting Pronouncements

In June 2016, the FASB issued ASU 2016-13, "Financial Instruments — Measurement of Credit Losses on Financial Instruments", which requires measurement and recognition of expected credit losses for financial assets held. We adopted this pronouncement effective January 1, 2023 without material impact to our financial statements.

3. REVENUE

Revenue recognition

The Company recognizes revenue when it satisfies a performance obligation by transferring control of the promised goods and services to a customer, in an amount that reflects the consideration that it expects to receive in exchange for those goods or services. This is achieved through applying the following five-step model:

- Identification of the contract, or contracts, with a customer
- Identification of the performance obligations in the contract

- Determination of the transaction price
- Allocation of the transaction price to the performance obligations in the contract
- Recognition of revenue when, or as, the Company satisfies a performance obligation

The Company generates substantially all of its revenue from contracts with customers, whether formal or implied. Sales taxes collected from customers are remitted to the appropriate taxing jurisdictions and are excluded from sales revenue as the Company considers itself a pass-through conduit for collecting and remitting sales taxes, with the exception of taxes assessed during the procurement process of select inventories. Shipping and handling costs are included in cost of sales.

Revenues from product and services sales are recognized when control of the goods and services is transferred to the customer, which occurs at a point in time, typically upon shipment to the customer or completion of the service. This standard applies to all contracts with customers, except for contracts that are within the scope of other standards, such as leases, insurance, collaboration arrangements and financial instruments.

Based upon the nature of the products the Company sells, its customers have limited rights of return, and these rights are immaterial. Discounts provided by the Company to customers at the time of sale are recognized as a reduction in sales at the time of the sale.

Warranty obligations associated with the sale of the Company's products are assurance-type warranties that are a guarantee of the product's intended functionality and, therefore, do not represent a distinct performance obligation within the context of the contract. Warranty expense is included in cost of sales.

We apply a practical expedient to expense direct costs of obtaining a contract when incurred because the amortization period would have been one year or less.

Under its contracts with customers, the Company stands ready to deliver product upon receipt of a customer's purchase order. Accordingly, the Company has no performance obligations under its contracts until its customers submit a purchase order. The Company does not enter into commitments to provide goods or services that have terms greater than one year. In limited cases, the Company requires payment in advance of shipping product. Typically, product is shipped within a few days after prepayment is received. These prepayments are recorded as contract liabilities on the condensed consolidated balance sheet and are included in accounts payable and accrued liabilities (Note 9). As the performance obligation is part of a contract that has an original expected duration of less than one year, the Company has applied the practical expedient under ASC 606 to omit disclosures regarding remaining performance obligations.

When the Company transfers goods or provides services to a customer, payment is due, subject to normal terms, and is not conditional on anything other than the passage of time. Typical payment terms range from due upon receipt to 30 days, depending on the type of customer and relationship. At contract inception, the Company expects that the period of time between the transfer of goods to the customer and when the customer pays for those goods will be less than one year, which is consistent with the Company's standard payment terms. Accordingly, the Company has elected the practical expedient under ASC 606 to not adjust for the effects of a significant financing component. As such, these amounts are recorded as receivables and not contract assets.

The following table summarizes transactions within contract liabilities for the three and six months ended June 30, 2023 (dollars in thousands):

Balance, December 31, 2022	$ 261
Revenue recognized related to payments included in the December 31, 2022 balance	(206)
Payments received for which performance obligations have not been satisfied	2,791
Effect of foreign currency translation	1
Balance, March 31, 2023	2,847
Revenue recognized related to payments included in the March 31, 2023 balance	(2,771)
Payments received for which performance obligations have not been satisfied	3,955
Effect of foreign currency translation	(4)
Balance, June 30, 2023	$ 4,027

The table below sets forth the disaggregation of revenue by product category for the periods indicated below (dollars in thousands):

	Three Months Ended June 30,		Six Months Ended June 30,	
	2023	2022	2023	2022
Product Revenue				
Paint protection film	$ 56,491	$ 48,275	$ 106,039	$ 92,236
Window film	20,312	15,786	35,293	27,320
Other	4,103	2,979	6,882	5,581
Total	$ 80,906	$ 67,040	$ 148,214	$ 125,137
Service Revenue				
Software	$ 1,546	$ 1,247	$ 3,004	$ 2,453
Cutbank credits	4,699	4,178	8,729	7,108
Installation labor	14,530	11,048	26,929	20,303
Training and other	556	377	1,202	753
Total	$ 21,331	$ 16,850	$ 39,864	$ 30,617
Total	$ 102,237	$ 83,890	$ 188,078	$ 155,754

Because many of the Company's international customers require us to ship their orders to freight forwarders located in the United States, we cannot be certain about the ultimate destination of the product. The following table represents the Company's estimate of sales by geographic regions based on the Company's understanding of ultimate product destination based on customer interactions, customer locations and other factors (dollars in thousands):

	Three Months Ended June 30,		Six Months Ended June 30,	
	2023	2022	2023	2022
United States	$ 59,149	$ 49,166	$ 110,226	$ 90,753
China	8,103	7,904	14,750	16,763
Canada	11,851	10,877	20,443	18,727
Continental Europe	9,689	6,944	17,649	12,607
United Kingdom	3,630	2,595	6,721	5,022
Middle East/Africa	4,109	2,654	7,605	4,703
Asia Pacific	3,314	1,977	5,959	4,009
Latin America	2,119	1,359	4,292	2,565
Other	273	414	433	605
Total	$ 102,237	$ 83,890	$ 188,078	$ 155,754

XPEL's largest customer accounted for 7.9% and 9.4% of the Company's net sales during the three months ended June 30, 2023 and 2022, respectively and 7.8% and 10.8% of the Company's net sales during the six months ended June 30, 2023 and 2022, respectively.

4. PROPERTY AND EQUIPMENT, NET

Property and equipment consists of the following (dollars in thousands):

	June 30, 2023	December 31, 2022
Furniture and fixtures	$ 2,927	$ 2,667
Computer equipment	4,104	3,455
Vehicles	862	838
Equipment	5,192	4,728
Leasehold improvements	9,489	7,081
Plotters	3,512	2,980
Construction in Progress	783	1,745
Total property and equipment	26,869	23,494
Less: accumulated depreciation	11,346	9,291
Property and equipment, net	$ 15,523	$ 14,203

Depreciation expense for the three months ended June 30, 2023 and 2022 was $1.1 million and $0.8 million, respectively. For the six months ended June 30, 2023 and 2022, depreciation expense was $2.0 million and $1.6 million, respectively.

5. INTANGIBLE ASSETS, NET

Intangible assets consist of the following (dollars in thousands):

	June 30, 2023	December 31, 2022
Trademarks	$ 771	$ 686
Software	5,248	4,822
Trade names	1,649	1,451
Contractual and customer relationships	34,901	31,871
Non-compete	446	440
Other	507	497
Total cost	43,522	39,767
Less: Accumulated amortization	12,932	10,473
Intangible assets, net	$ 30,590	$ 29,294

Amortization expense for the three months ended June 30, 2023 and 2022 was $1.2 million and $1.1 million, respectively. For the six months ended June 30, 2023 and 2022, amortization expense was $2.4 million and $2.1 million, respectively.

6. GOODWILL

The following table summarizes goodwill transactions for the six months ended June 30, 2023 and 2022 (dollars in thousands):

	2023
Balance at December 31, 2022	$ 26,763
Additions	1,610
Foreign Exchange	221
Balance at June 30, 2023	$ 28,594

	2022
Balance at December 31, 2021	$ 25,655
Additions and purchase price allocation adjustments	1,826
Foreign Exchange	(718)
Balance at December 31, 2022	$ 26,763

The Company completed one acquisition in the three and six months ended June 30, 2023. Refer to Note 13 for discussion of this acquisition.

7. INVENTORIES

The components of inventory are summarized as follows (dollars in thousands):

	June 30, 2023	December 31, 2022
Raw materials	$ 7,961	$ 10,416
Work in process	7,847	6,756
Finished goods	66,906	63,403
	$ 82,714	$ 80,575

8. DEBT

REVOLVING FACILITIES

The Company has a revolving credit facility providing for secured revolving loans and letters of credit in an aggregate amount of up to $125.0 million, which is subject to the terms of a credit agreement dated April 6, 2023 (the "Credit Agreement"). As of June 30, 2023, the Company had an outstanding balance of $13.0 million under this agreement. As of December 31, 2022, the Company had an outstanding balance of $26.0 million under a prior credit agreement which was subsequently repaid and terminated.

Borrowings under the Credit Agreement bear interest, at XPEL's option, at a rate equal to either (a) Base Rate or (b) Adjusted Term SOFR. In addition to the applicable interest rate, the Credit Agreement includes a commitment fee ranging from 0.20% to 0.25% per annum for the unused portion of the aggregate commitment and an applicable margin ranging from 0.00% to 0.50% for Base Rate Loans and 1.00% to 1.50% for Adjusted Term SOFR Loans. Both the margin applicable to the interest rate and the commitment fee are dependent on XPEL's Consolidated Total Leverage Ratio. The Credit Agreement's maturity date is April 6, 2026. As of June 30, 2023, the weighted average interest rate applied to borrowings under this facility was 6.20% per annum. All capitalized terms in this description of the credit facility that are not otherwise defined in this report have the meaning assigned to them in the Credit Agreement.

Obligations under the Credit Agreement are secured by a first priority perfected security interest, subject to certain permitted encumbrances, in all of XPEL's material property and assets.

The terms of the Credit Agreement include certain affirmative and negative covenants that require, among other things, XPEL to maintain legal existence and remain in good standing, comply with applicable laws, maintain accounting records, deliver financial statements and certifications on a timely basis, pay taxes as required by law, and maintain insurance coverage, as well as to forgo certain specified future activities that might otherwise encumber XPEL and certain customary covenants. The Credit Agreement provides for two financial covenants, as follows.

As of the last day of each fiscal quarter:

1. XPEL shall not allow its Consolidated Total Leverage Ratio to exceed 3.50 to 1.00, and
2. XPEL shall not allow its Consolidated Interest Coverage Ratio to be less than 3.00 to 1.00.

The Company also has a CAD $4.5 million (approximately $3.4 million as of June 30, 2023) revolving credit facility through a financial institution in Canada, as maintained by XPEL Canada Corp., a wholly-owned subsidiary of XPEL. This Canadian facility is utilized to fund the Company's working capital needs in Canada. This facility bears interest at HSBC Canada Bank's prime rate plus 0.25% per annum and is guaranteed by the parent company. As of June 30, 2023 and December 31, 2022, no balance was outstanding on this line of credit.

As of June 30, 2023 and December 31, 2022, the Company was in compliance with all debt covenants.

9. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

The following table presents significant accounts payable and accrued liability balances as of the periods ending (dollars in thousands):

	June 30, 2023	December 31, 2022
Trade payables	$ 21,806	$ 16,689
Payroll liabilities	2,554	3,596
Contract liabilities	4,027	261
Acquisition holdback payments	394	191
Other liabilities	2,413	2,233
	$ 31,194	$ 22,970

10. FAIR VALUE MEASUREMENTS

ASC 820 prioritizes the inputs to valuation techniques used to measure fair value into the following hierarchy:

Level 1 – Observable inputs such as quoted prices (unadjusted) in active markets for identical assets or liabilities.

Level 2 – Inputs other than the quoted prices in active markets that are observable either directly or indirectly, including: quoted prices for similar assets and liabilities in active markets; quoted prices for identical or similar assets and liabilities in markets that are not active or other inputs that are observable or can be corroborated by observable market data.

Level 3 – Unobservable inputs that are supported by little or no market data and require the reporting entity to develop its own assumptions.

Financial instruments include cash and cash equivalents, accounts receivable, accounts payable, our line of credit, and long-term debt. The carrying amounts of cash and cash equivalents, accounts receivable, accounts payable, our line of credit, and short-term borrowings approximate fair value because of the near-term maturities of these financial instruments. The carrying value of the Company's notes payable approximates fair value due to the relatively short-term nature and interest rates of the notes. The carrying value of the Company's long-term debt approximates fair value due to the interest rates being market rates.

The estimated fair value of debt is based on market quotes for instruments with similar terms and remaining maturities.

The Company has contingent liabilities related to future internal performance milestones. The fair value of these liabilities was determined using a Monte Carlo Simulation based on the probability and timing of certain future payments under these arrangements. These liabilities are accounted for as Level 3 liabilities within the fair value hierarchy.

Liabilities measured at fair value on a recurring basis as of the dates noted below are as follows (dollars in thousands):

	June 30, 2023	December 31, 2022
Level 3:		
Contingent Liabilities	$ 1,196	$ 955

Increases in the fair value of level 3 contingent liabilities are reflected in general and administrative expenses in the Consolidated Statements of Income for the three and six months ended June 30, 2023.

11. COMMITMENTS AND CONTINGENCIES

In the ordinary course of business activities, the Company may be contingently liable for litigation and claims with customers, suppliers and former employees. Management believes that adequate provisions have been recorded in the accounts where required. Management also has determined that the likelihood of any litigation and claims having a material impact on our results of operations, cash flows or financial position is remote.

12. EARNINGS PER SHARE

We compute basic earnings per share by dividing net income by the weighted average number of common shares outstanding during the period. Diluted earnings per common share includes effect of granted incremental restricted stock units.

The following table reconciles basic and diluted weighted average shares used in the computation of earnings per share (dollars in thousands):

	Three Months Ended June 30,		Six Months Ended June 30,	
Numerator	2023	2022	2023	2022
Net income	$ 15,741	$ 11,902	$ 27,174	$ 19,706
Denominator				
Weighted average basic shares	27,619	27,613	27,617	27,613
Dilutive effect of restricted stock units	12	—	12	—
Weighted average diluted shares	27,631	27,613	27,629	27,613
Earnings per share				
Basic	$ 0.57	$ 0.43	$ 0.98	$ 0.71
Diluted	$ 0.57	$ 0.43	$ 0.98	$ 0.71

13. ACQUISITION OF A BUSINESS

The Company completed the following acquisition during the three and six months ended June 30, 2023 (dollars in thousands):

Acquisition Date	Name and Location	Purchase Price	Acquisition Type	Acquisition Purpose
May 1, 2023	Protective Solutions, Inc. Holliston, Massachusetts, United States	$ 5,262	Share Purchase	Market Expansion

The purchase agreement for this transaction provides for customary purchase price adjustments related to acquired working capital. These working capital adjustments have not yet been completed. Additionally, our valuation models related to the identified intangible assets included in this acquisition are also not yet finalized. As a result, the purchase price accounting for these items is preliminary in nature. We anticipate finalizing the accounting for this acquisition within the current fiscal year. The following table presents this preliminary purchase price allocation (dollars in thousands).

	(Unaudited) Protective Solutions, Inc.
Purchase Price	
Cash	$ 5,262 *
Allocation	
Cash	$ 411
Accounts receivable	206
Inventory	267
Prepaid and other assets	10
Fixed assets	14
Trade name	150
Customer relationships	2,900
Goodwill	1,610
Accounts payable and accrued liabilities	(306)
	$ 5,262

* Of this cash consideration, $0.4 million was held back for settlement six months after the acquisition date, pending the completion of certain contractual obligations.

Acquired intangible assets have a weighted average useful life of 9 years. These intangible assets will be amortized on a straight line basis over that period.

Goodwill from this acquisition is deductible for tax purposes. The goodwill represents the acquired employee knowledge of the various markets, distribution knowledge by the employees of the acquired business, as well as the expected synergies resulting from the acquisition.

Acquisition costs incurred related to this acquisition were immaterial and were included in selling, general and administrative expenses.

The acquired company was consolidated into the Company's financial statements on its acquisition date. Revenue of $0.6 million from this acquisition has been consolidated into the Company's financial statements for the three and six months ended June 30, 2023.

The following unaudited consolidated pro forma combined financial information presents the Company's results of operations, including the estimated expenses relating to the amortization of intangibles purchased, as if this acquisition had occurred on January 1, 2023 and 2022 (dollars in thousands):

	Six Months Ended June 30,	
	2023 (unaudited)	**2022 (unaudited)**
Revenue	$ 189,306	$ 157,947
Net income	$ 27,207	$ 19,735

The unaudited consolidated pro forma combined financial information does not purport to be indicative of the results which would have been obtained had the acquisition been completed as of the beginning of the earliest period presented or of results that may be obtained in the future. In addition, they do not include any benefits that may result from the acquisition due to synergies that may be derived from the elimination of any duplicative costs.

Item 2. Management’s Discussion and Analysis of Financial Condition and Results of Operations

This Management’s Discussion and Analysis provides material historical and prospective disclosures intended to enable investors and other users to assess the financial condition and results of operations of XPEL, Inc. ("we", "our", "us", “XPEL” or the “Company”). Statements that are not historical are forward-looking and involve risks and uncertainties discussed under the heading “Forward-Looking Statements” in this report and under “Business," "Risk Factors,” "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Financial Statements and Supplementary Data" in the Annual Report which is available on the SEC’s website at www.sec.gov.

Forward-Looking Statements

This quarterly report on Form 10-Q contains not only historical information, but also 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. These forward-looking statements are subject to the safe harbor created by those sections. In addition, the Company or others on the Company’s behalf may make forward-looking statements from time to time in oral presentations, including telephone conferences and/or web casts open to the public, in press releases or reports, on the Company’s internet web site, or otherwise. All statements other than statements of historical facts included in this report or expressed by the Company orally from time to time that address activities, events, or developments that the Company expects, believes, or anticipates will or may occur in the future are forward-looking statements, including, in particular, the statements about the Company’s plans, objectives, strategies, and prospects regarding, among other things, the Company’s financial condition, results of operations and business, and the outcome of contingencies, such as legal proceedings. The Company has identified some of these forward-looking statements in this report with words like “believe,” “can,” “may,” “could,” “would,” “might,” “forecast,” “possible,” “potential,” “project,” “will,” “should,” “expect,” “intend,” “plan,” “predict,” “anticipate,” “estimate,” “approximate,” “outlook,” or “continue” or the negative of these words or other words and terms of similar meaning. The use of future dates is also an indication of a forward-looking statement. Forward-looking statements may be contained in the notes to the Company’s condensed consolidated financial statements and elsewhere in this report, including under the heading “Management’s Discussion and Analysis of Financial Condition and Results of Operations.”

Forward-looking statements are based on current expectations about future events affecting the Company and are subject to uncertainties and factors that affect all businesses operating in a global market as well as matters specific to the Company. These uncertainties and factors are difficult to predict, and many of them are beyond the Company's control. Factors to consider when evaluating these forward-looking statements include, but are not limited to:

- Our business is highly dependent on automotive sales and production volumes.
- We currently rely on one distributor for sales of our products in China.
- A material portion of our business is in China, which may be an unpredictable market and is currently suffering trade tensions with the U.S.
- We must continue to attract, retain and develop key personnel.
- We could be impacted by disruptions in supply.
- Our accounting estimates and risk management processes rely on assumptions or models that may prove inaccurate.
- We must maintain an effective system of internal control over financial reporting to keep stockholder confidence.
- Our industry is highly competitive.
- Our North American market is currently designed for the public's use of car dealerships to purchase automobiles which may dramatically change.
- Our revenue could be impacted by growing use of ride-sharing or other alternate forms of car ownership.
- We must be effective in developing new lines of business and new products to maintain growth.
- Any disruptions in our relationships with independent installers and new car dealerships could harm our sales.
- Our strategy related to acquisitions and investments could be unsuccessful or consume significant resources.
- We must maintain and grow our network of sales, distribution channels and customer base to be successful.
- We are exposed to a wide range of risks due to the multinational nature of our business.
- We must continue to manage our rapid growth effectively.
- We are subject to claims and litigation in the ordinary course of our business, including product liability and warranty claims.
- We must comply with a broad and complicated regime of domestic and international trade compliance, anti-corruption, economic, intellectual property, cybersecurity, data protection and other regulatory regimes.
- We may seek to incur substantial indebtedness in the future.
- Our growth may be dependent on the availability of capital and funding.
- Our Common Stock could decline or be downgraded at any time.
- Our stock price has been, and may continue to be, volatile.
- We may issue additional equity securities that may affect the priority of our Common Stock.
- We do not currently pay dividends on our Common Stock.
- Shares eligible for future sale may depress our stock price.
- Anti-takeover provisions could make a third party acquisition of our Company difficult.
- Our directors and officers have substantial control over us.
- Our bylaws may limit investors' ability to obtain a favorable judicial forum for disputes.
- The COVID-19 pandemic could materially affect our business.

- Our business faces unpredictable global, economic and business conditions, including the risk of inflation in various markets.

We believe the items we have outlined above are important factors that could cause estimates included in our financial statements to differ materially from actual results and those expressed in a forward-looking statement made in this report or elsewhere by us or on our behalf. We have discussed these factors in more detail in in the Annual Report. These factors are not necessarily all of the factors that could affect us. Unpredictable or unanticipated factors we have not discussed in this report could also have material adverse effects on actual results. We do not intend to update our description of important factors each time a potential important factor arises, except as required by applicable securities laws and regulations. We advise our shareholders that they should (1) be aware that factors not referred to above could affect the accuracy of our forward-looking statements and (2) use caution when considering our forward-looking statements.

Company Overview

Founded in 1997 and incorporated in Nevada in 2003, XPEL has grown from an automotive product design software company to a global provider of after-market automotive products, including automotive surface and paint protection, headlight protection, and automotive window films, as well as a provider of complementary proprietary software. In 2018, we expanded our product offerings to include architectural window film (both commercial and residential) and security film protection for commercial and residential uses, and in 2019 we further expanded our product line to include automotive ceramic coatings.

XPEL began as a software company designing vehicle patterns used to produce cut-to-fit protective film for the painted surfaces of automobiles. In 2007, we began selling automotive surface and paint protection film products to complement our software business. In 2011, we introduced our ULTIMATE protective film product line which, at the time, was the industry's first protective film with self-healing properties. The ULTIMATE technology allows the protective film to better absorb the impacts from rocks or other road debris, thereby fully protecting the painted surface of a vehicle. The film is described as "self-healing" due to its ability to return to its original state after damage from surface scratches. The launch of the ULTIMATE product catapulted XPEL into several years of strong revenue growth.

Our over-arching strategic philosophy stems from our view that being closer to the end customer in terms of our channel strategy affords us a better opportunity to efficiently introduce new products and deliver tremendous value which, in turn, drives more revenue growth for the Company. Consistent with this philosophy, we have executed on several strategic initiatives including:

2014

- We began our international expansion by establishing an office in the United Kingdom.

2015

- We acquired Parasol Canada, a distributor of our products in Canada.

2016

- We opened our XPEL Netherlands office and established our European headquarters

2017

- We continued our international expansion with the acquisition of Protex Canada Corp., or Protex Canada, a leading franchisor of automotive protective film franchises serving Canada

- We opened our XPEL Mexico office.

2018

- We launched our first product offering outside of the automotive industry, a window and security film protection for commercial and residential uses.

- We introduced the next generation of our highly successful ULTIMATE line, ULTIMATE PLUS.

- We acquired Apogee Corporation which led to formation of XPEL Asia based in Taiwan.

2019

- We were approved for the listing of our stock on Nasdaq trading under the symbol “XPEL”.

2020

- We acquired Protex Centre, a wholesale-focused paint protection installation business based in Montreal, Canada.
- We expanded our presence in France with the acquisition of certain assets of France Auto Racing.
- We expanded our architectural window film presence with the acquisition of Houston-based Veloce Innovation, a leading provider of architectural films for use in residential, commercial, marine and industrial settings.

2021

- We expanded our presence into numerous automotive dealerships throughout the United States with the acquisition of PermaPlate Film, LLC, a wholesale-focused automotive window film installation and distribution business based in Salt Lake City, Utah.
- We acquired five businesses in the United States and Canada from two sellers as a continuation of our acquisition strategy. These acquisitions allowed us to continue to increase our penetration into mid-range dealerships in the US and solidify our presence in Western Canada.
- We acquired invisiFRAME, Ltd, a designer and manufacturer of paint protection film patterns for bicycles, thus further expanding our non-automotive offerings.

2022

- We expanded our presence in Australia with the purchase of the paint protection film business of our Australian distributor.

Strategic Overview

XPEL continues to pursue several key strategic initiatives to drive continued growth. Our global expansion strategy includes establishing a local presence where possible, allowing us to better control the delivery of our products and services. We also add locally-based regional sales personnel, leveraging local knowledge and relationships to expand the markets in which we operate.

We seek to increase global brand awareness in strategically important areas, including pursuing high visibility at premium events such as major car shows and high value placement in advertising media consumed by car enthusiasts, to help further expand the Company’s premium brand.

XPEL also continues to expand its delivery channels by acquiring select installation facilities in key markets and acquiring international partners to enhance our global reach. As we expand globally, we strive to tailor our distribution model to adapt to target markets. We believe this flexibility allows us to penetrate and grow market share more efficiently. Our acquisition strategy centers on our belief that the closer the Company is to its end customers, the greater its ability to drive increased product sales. During 2022, we acquired the paint protection film business of our Australian distributor and in May 2023, we acquired a dealership-focused installation business in the greater Boston area in furtherance of this objective.

We also continue to drive expansion of our non-automotive product portfolio. Our architectural window film segment continues to gain traction. We believe there are multiple uses for protective films and we continue to explore those adjacent market opportunities.

Trends and Uncertainties

Macroeconomic uncertainties persist in the U.S. and other parts of the world as inflation, rising interest rates and the changes in value of the U.S. Dollar relative to other major currencies have recently affected the economic environment and consumer behaviors. Additionally, while we have not experienced any material supply chain disruptions directly, the automobile industry has experienced component shortages, increased lead times, cost fluctuations and logistic constraints. Some or all of these could continue throughout the remainder of 2023. This economic uncertainty could impact vehicle sales in the U.S. or other parts of the world, which could adversely affect our business, results of operations and financial condition. See Risk Factors - "*We are highly dependent on the automotive industry. A prolonged or material contraction in the automotive sales and production volumes could adversely affect our business, results of operations and financial condition"* included in Part I, Item 1A - Risk Factors, in the Annual Report.

While Russia's invasion of Ukraine has not had a material direct impact on our business, the nature and degree of the effects of that conflict, as well as the other effects of the current business environment over time remain uncertain. See Risk Factors- *"We are exposed to political, regulatory, economic and other risks that arise from operating a multinational business"* included in Part I, Item 1A - Risk Factors, in the Annual Report.

Key Business Metric - Non-GAAP Financial Measures

Our management regularly monitors certain financial measures to track the progress of our business against internal goals and targets. We believe that the most important measure to the Company is Earnings Before Interest, Taxes, Depreciation, and Amortization ("EBITDA").

EBITDA is a non-GAAP financial measure. We believe EBITDA provides helpful information with respect to our operating performance as viewed by management, including a view of our business that is not dependent on (i) the impact of our capitalization structure and (ii) items that are not part of our day-to-day operations. Management uses EBITDA (1) to compare our operating performance on a consistent basis, (2) to calculate incentive compensation for our employees, (3) for planning purposes including the preparation of our internal annual operating budget, (4) to evaluate the performance and effectiveness of our operational strategies, and (5) to assess compliance with various metrics associated with the agreements governing our indebtedness. Accordingly, we believe that EBITDA provides useful information in understanding and evaluating our operating performance in the same manner as management. We define EBITDA as net income plus (a) consolidated depreciation and amortization, (b) interest expense, net, and (c) income tax expense.

The following table is a reconciliation of Net Income to EBITDA for the three and six months ended June 30, 2023 and 2022 (dollars in thousands):

	(Unaudited)			(Unaudited)		
	Three Months Ended June 30,			Six Months Ended June 30,		
	2023	2022	% Change	2023	2022	% Change
Net Income	$ 15,741	$ 11,902	32.3 %	$ 27,174	$ 19,706	37.9 %
Interest	338	322	5.0 %	860	542	58.7 %
Taxes	4,080	3,068	33.0 %	7,064	5,076	39.2 %
Depreciation	1,058	839	26.1 %	2,030	1,596	27.2 %
Amortization	1,211	1,054	14.9 %	2,372	2,131	11.3 %
EBITDA	$ 22,428	$ 17,185	30.5 %	$ 39,500	$ 29,051	36.0 %

Use of Non-GAAP Financial Measures

EBITDA should be considered in addition to, not as a substitute for, or superior to, financial measures calculated in accordance with GAAP. It is not a measurement of our financial performance under GAAP and should not be considered as alternatives to revenue or net income, as applicable, or any other performance measures derived in accordance with GAAP and may not be comparable to other similarly titled measures of other businesses. EBITDA has limitations as an analytical tool and you should not consider it in isolation or as a substitute for analysis of our operating results as reported under GAAP.

EBITDA does not reflect the impact of certain cash charges resulting from matters we consider not to be indicative of ongoing operations; and other companies in our industry may calculate EBITDA differently than we do, limiting its usefulness as a comparative measure.

Results of Operations

The following tables summarize the Company's consolidated results of operations for the three and six months ended June 30, 2023 and 2022 (dollars in thousands):

	Three Months Ended June 30, 2023	% of Total Revenue	Three Months Ended June 30, 2022	% of Total Revenue	$ Change	% Change
Total revenue	$ 102,237	100.0 %	$ 83,890	100.0 %	$ 18,347	21.9 %
Total cost of sales	58,243	57.0 %	50,907	60.7 %	7,336	14.4 %
Gross margin	43,994	43.0 %	32,983	39.3 %	11,011	33.4 %
Total operating expenses	23,803	23.3 %	17,234	20.5 %	6,569	38.1 %
Operating income	20,191	19.7 %	15,749	18.8 %	4,442	28.2 %
Other expenses	370	0.4 %	779	0.9 %	(409)	(52.5)%
Income tax	4,080	4.0 %	3,068	3.7 %	1,012	33.0 %
Net income	$ 15,741	15.4 %	$ 11,902	14.2 %	$ 3,839	32.3 %

	Six Months Ended June 30, 2023	% of Total Revenue	Six Months Ended June 30, 2022	% of Total Revenue	$ Change	% Change
Total revenue	$ 188,078	100.0 %	$ 155,754	100.0 %	$ 32,324	20.8 %
Total cost of sales	108,125	57.5 %	95,054	61.0 %	13,071	13.8 %
Gross margin	79,953	42.5 %	60,700	39.0 %	19,253	31.7 %
Total operating expenses	44,834	23.8 %	34,914	22.4 %	9,920	28.4 %
Operating income	35,119	18.7 %	25,786	16.6 %	9,333	36.2 %
Other expenses	881	0.5 %	1,004	0.6 %	(123)	(12.3)%
Income tax	7,064	3.8 %	5,076	3.3 %	1,988	39.2 %
Net income	$ 27,174	14.4 %	$ 19,706	12.7 %	$ 7,468	37.9 %

The following tables summarize consolidated revenue results for the three and six months ended June 30, 2023 and 2022 (dollars in thousands):

	Three Months Ended June 30,		%	% of Total Revenue	
	2023	2022	Inc (Dec)	2023	2022
Product Revenue					
Paint protection film	$ 56,491	$ 48,275	17.0 %	55.3 %	57.5 %
Window film	20,312	15,786	28.7 %	19.9 %	18.8 %
Other	4,103	2,979	37.7 %	4.0 %	3.6 %
Total	$ 80,906	$ 67,040	20.7 %	79.1 %	79.9 %
Service Revenue					
Software	$ 1,546	$ 1,247	24.0 %	1.5 %	1.5 %
Cutbank credits	4,699	4,178	12.5 %	4.6 %	5.0 %
Installation labor	14,530	11,048	31.5 %	14.2 %	13.2 %
Training and other	556	377	47.5 %	0.5 %	0.4 %
Total	$ 21,331	$ 16,850	26.6 %	20.9 %	20.1 %
Total	$ 102,237	$ 83,890	21.9 %	100.0 %	100.0 %

	Six Months Ended June 30,		%	% of Total Revenue	
	2023	2022	Inc (Dec)	2023	2022
Product Revenue					
Paint protection film	$ 106,039	$ 92,236	15.0 %	56.4 %	59.2 %
Window film	35,293	27,320	29.2 %	18.8 %	17.5 %
Other	6,882	5,581	23.3 %	3.7 %	3.6 %
Total	$ 148,214	$ 125,137	18.4 %	78.8 %	80.3 %
Service Revenue					
Software	$ 3,004	$ 2,453	22.5 %	1.6 %	1.6 %
Cutbank credits	8,729	7,108	22.8 %	4.6 %	4.6 %
Installation labor	26,929	20,303	32.6 %	14.3 %	13.0 %
Training and other	1,202	753	59.6 %	0.6 %	0.5 %
Total	$ 39,864	$ 30,617	30.2 %	21.2 %	19.7 %
Total	$ 188,078	$ 155,754	20.8 %	100.0 %	100.0 %

Because many of our international customers require us to ship their orders to freight forwarders located in the United States, we cannot be certain about the ultimate destination of the product. The following tables represent our estimate of sales by geographic regions based on our understanding of ultimate product destination based on customer interactions, customer locations and other factors for the three and six months ended June 30, 2023 and 2022 (dollars in thousands):

	Three Months Ended June 30,		%	% of Total Revenue	
	2023	2022	Inc (Dec)	2023	2022
United States	$ 59,149	$ 49,166	20.3 %	57.9 %	58.6 %
China	8,103	7,904	2.5 %	7.9 %	9.4 %
Canada	11,851	10,877	9.0 %	11.6 %	13.0 %
Continental Europe	9,689	6,944	39.5 %	9.5 %	8.3 %
United Kingdom	3,630	2,595	39.9 %	3.6 %	3.1 %
Middle East/Africa	4,109	2,654	54.8 %	4.0 %	3.2 %
Asia Pacific	3,314	1,977	67.6 %	3.2 %	2.4 %
Latin America	2,119	1,359	55.9 %	2.1 %	1.6 %
Other	273	414	(34.1)%	0.2 %	0.4 %
Total	$ 102,237	$ 83,890	21.9 %	100.0 %	100.0 %

	Six Months Ended June 30,		%	% of Total Revenue	
	2023	2022	Inc (Dec)	2023	2022
United States	$ 110,226	$ 90,753	21.5 %	58.6 %	58.3 %
China	14,750	16,763	(12.0)%	7.8 %	10.8 %
Canada	20,443	18,727	9.2 %	10.9 %	12.0 %
Continental Europe	17,649	12,607	40.0 %	9.4 %	8.1 %
United Kingdom	6,721	5,022	33.8 %	3.6 %	3.2 %
Middle East/Africa	7,605	4,703	61.7 %	4.0 %	3.0 %
Asia Pacific	5,959	4,009	48.6 %	3.2 %	2.6 %
Latin America	4,292	2,565	67.3 %	2.3 %	1.6 %
Other	433	605	(28.4)%	0.2 %	0.4 %
Total	$ 188,078	$ 155,754	20.8 %	100.0 %	100.0 %

Product Revenue. Product revenue for the three months ended June 30, 2023 increased 20.7% over the three months ended June 30, 2022. Product revenue represented 79.1% of our total revenue compared to 79.9% in the three months ended June 30, 2022. Revenue from our paint protection film product line increased 17.0% over the three months ended June 30, 2022. Paint protection film sales represented 55.3% and 57.5% of our total consolidated revenues for the three months ended June 30, 2023 and 2022, respectively. The total increase in paint protection film sales was due to increased demand for our film products across multiple geographical markets. This increase in demand was driven primarily by an increase in overall customers coupled with increased sales to existing customers.

Revenue from our window film product line grew 28.7% for the three months ended June 30, 2023 compared to the three months ended June 30, 2022. Window film sales represented 19.9% and 18.8% of our total consolidated revenues for the three months ended June 30, 2023 and 2022, respectively. This increase was driven by increased demand resulting from increased channel focus and increased product adoption in multiple regions. Architectural window film revenue increased 51.8% compared to the three months ended June 30, 2022 to $2.4 million and represented 11.8% of total window film revenue for the three months ended June 30, 2023. This increase was driven by increased demand for our architectural window films.

Other product revenue for the three months ended June 30, 2023 increased 37.7% compared to the three months ended June 30, 2022 due mainly to continued demand for non-film related products such as ceramic coating, plotters, chemicals, and other film installation tools and accessories. Our Fusion ceramic coating product revenue grew 81.3% compared to the three months ended June 30, 2022 to $1.8 million. This increase was driven primarily by increased channel focus and increased demand for our ceramic coating products.

Geographically, we experienced growth in many regions during the three months ended June 30, 2023. The U.S. region, our largest region, grew 20.3%, compared to the three months ended June 30, 2022, due primarily to increasing attach rates. Outside the U.S., several regions saw strong growth due primarily to increased product awareness and attach rates.

Product revenue for the six months ended June 30, 2023 increased 18.4% over the six months ended June 30, 2022. Product revenue represented 78.8% of our consolidated revenue compared to 80.3% in the six months ended June 30, 2022. Revenue from our paint protection film product line increased 15.0% over the six months ended June 30, 2022. Paint protection film sales represented 56.4% and 59.2% of our consolidated revenues for the six months ended June 30, 2023 and 2022, respectively. The increase in paint protection film sales was due to additional sales to both new and existing customers across multiple geographical markets.

Revenue from our window film grew 29.2% compared to the six months ended June 30, 2022. Window film sales represented 18.8% and 17.5% of our total consolidated revenues for the six months ended June 30, 2023 and 2022, respectively. This increase was driven by increased demand resulting from increased channel focus and increased product adoption in multiple regions. Architectural window film revenue increased 37.1% compared to the six months ended June 30, 2022 to $3.7 million and represented 10.6% of total window film revenue. This increase was driven by increased demand for our architectural window films.

Other product revenue for the six months ended June 30, 2023 increased 23.3% compared to the six months ended June 30, 2022 due mainly to continued demand for non-film related products such as ceramic coating, plotters, chemicals, and other film installation tools and accessories. Our Fusion ceramic coating product revenue grew 63.6% compared to the six months ended June 30, 2022 to $2.9 million. This increase was driven primarily by increased channel focus and increased demand for our ceramic coating products.

Geographically, we experienced growth in many regions during the six months ended June 30, 2023. The U.S. region, our largest region, grew 21.5% due primarily to increasing attach rates. Outside the U.S., several regions saw strong growth due primarily to increased product awareness and attach rates.

Service revenue. Service revenue consists of revenue from fees for DAP software access, cutbank credit revenue, which represents the value of pattern access provided with eligible product revenue, revenue from the labor portion of installation sales in our Company-owned installation centers, revenue from our dealership services businesses and revenue from training services provided to our customers.

Service revenue grew 26.6% over the three months ended June 30, 2022. Within this category, software revenue increased 24.0% over the three months ended June 30, 2022. This increase was due to an increase in total subscribers to our DAP software. Cutbank credit revenue increased 12.5% from the three months ended June 30, 2022 due to associated product revenue growth. Installation labor revenue increased 31.5% over the three months ended June 30, 2022 due mainly to increased demand in our Company-owned installation facilities and across our dealership service and OEM networks.

Service revenue for the six months ended June 30, 2023 grew 30.2% over the six months ended June 30, 2022. Within this category, software revenue grew 22.5% over the six months ended June 30, 2022. This increase was due to an increase in total subscribers to our DAP software. Cutbank credit revenue increased 22.8% over the six months ended June 30, 2022 due to associated product revenue growth. Installation labor increased 32.6% over the six months ended June 30, 2022 due mainly to increased demand in our Company-owned installation facilities and across our dealership service and OEM networks.

Total installation revenue (labor and product combined) increased 31.5% over the three months ended June 30, 2022. This represented 16.9% and 15.7% of our total consolidated revenue for the three months ended June 30, 2023 and 2022, respectively. This increase is primarily due to increased demand in our Company-owned installation centers and across our dealership service and OEM networks. Total installation revenue increased 32.6% over the six months ended June 30, 2022. This represented 17.0% and 15.5% of our total consolidated revenue for the six months ended June 30, 2023 and 2022, respectively. This increase is primarily due to increased demand in our Company-owned installation centers and across our dealership service and OEM networks. Adjusted product revenue, which combines the cutbank credit revenue service component with product revenue, increased 20.2% over the three months ended June 30, 2022. Adjusted product revenue increased 18.7% versus the six months ended June 30, 2022. For both the three and six month periods, this growth was due to sustained demand for our various product lines.

Cost of Sales

Cost of sales consists of product costs and the costs to provide our services. Product costs consist of material costs, personnel costs related to warehouse personnel, shipping costs, warranty costs and other related costs to provide products to our customers. Cost of service includes the labor costs associated with installation of product in our installation facilities, costs of labor associated with pattern design for our cutting software and the costs incurred to provide training for our customers.

Product costs for the three months ended June 30, 2023 increased 12.1% over the three months ended June 30, 2022. Cost of product sales represented 48.5% and 52.7% of total revenue in the three months ended June 30, 2023 and 2022, respectively. Cost of service revenue grew 30.0% during the three months ended June 30, 2023. For both product and service, cost of sales increased commensurate with the related growth in revenue. Refer to the Gross Margin section below for discussion of this cost relative to revenue.

Product costs for the six months ended June 30, 2023 increased 11.3% over the six months ended June 30, 2022. Cost of product sales represented 48.8% and 52.9% of total revenue in the six months ended June 30, 2023 and 2022, respectively. Cost of service revenue grew 29.7% during the six months ended June 30, 2023. For both product and service, cost of sales increased commensurate with the related growth in revenue. Refer to the Gross Margin section below for discussion of this cost relative to revenue.

Gross Margin

Gross margin for the three months ended June 30, 2023 grew approximately $11.0 million, or 33.4%, compared to the three months ended June 30, 2022. For the three months ended June 30, 2023, gross margin represented 43.0% of revenue compared to 39.3% for the three months ended June 30, 2022

Gross margin for the six months ended June 30, 2023 grew approximately $19.3 million, or 31.7%, compared to the six months ended June 30, 2022. For the six months ended June 30, 2023, gross margin represented 42.5% of revenue compared to 39.0% for the six months ended June 30, 2022.

The following tables summarize gross margin for products and services for the three and six months ended June 30, 2023 and 2022 (dollars in thousands):

	Three Months Ended June 30, 2023	2022	% Inc (Dec)	% of Category Revenue 2023	2022
Product	$ 31,349	$ 22,813	37.4 %	38.7%	34.0%
Service	12,645	10,170	24.3 %	59.3%	60.4%
Total	$ 43,994	$ 32,983	33.4 %	43.0%	39.3%

	Six Months Ended June 30, 2023	2022	% Inc (Dec)	% of Category Revenue 2023	2022
Product	$ 56,477	$ 42,716	32.2%	38.1%	34.1%
Service	23,476	17,984	30.5%	58.9%	58.7%
Total	$ 79,953	$ 60,700	31.7%	42.5%	39.0%

Product gross margin for the three months ended June 30, 2023 increased approximately $8.5 million, or 37.4%, over the three months ended June 30, 2022 and represented 38.7% and 34.0% of total product revenue for the three months ended June 30, 2023 and 2022, respectively. This increase in margin was due primarily to decreases in product costs and improved operating leverage.

Product gross margin for the six months ended June 30, 2023 increased approximately $13.8 million, or 32.2%, over the six months ended June 30, 2022 and represented 38.1% and 34.1% of total product revenue for the six months ended June 30, 2023 and 2022, respectively. This increase in margin was due primarily to decreases in product costs and improved operating leverage.

Service gross margin increased approximately $2.5 million, or 24.3%, over the three months ended June 30, 2022. This represented 59.3% and 60.4% of total service revenue for the three months ended June 30, 2023 and 2022, respectively. The decrease in service gross margin percentage for the three months ended June 30, 2023 was primarily due to a higher percentage of lower margin service revenue mix relative to other higher margin service revenue components in the prior year period.

Service gross margin increased approximately $5.5 million, or 30.5%, over the six months ended June 30, 2022. This represented 58.9% and 58.7% of total service revenue for the six months ended June 30, 2023 and 2022, respectively.

Operating Expenses

Sales and marketing expenses for the three months ended June 30, 2023 increased 37.9% compared to the same period in 2022. This increase was due to increased personnel and marketing costs including $1.5 million in costs related to our annual dealer conference. These expenses represented 8.0% and 7.0% of total consolidated revenue for the three months ended June 30, 2023 and 2022, respectively.

For the six months ended June 30, 2023, sales and marketing expenses increased 21.3% compared to the same period in 2022. This increase was due to increased personnel and marketing costs related to expenses incurred to support the ongoing growth of the business. These expenses represented 7.9% and 7.8% of total consolidated revenue for the six months ended June 30, 2023 and 2022, respectively.

General and administrative expenses grew approximately $4.3 million, or 38.2% over the three months ended June 30, 2022. This increase in cost was due primarily to increases in personnel, occupancy costs and professional fees to support our ongoing growth. These costs represented 15.3% and 13.5% of total consolidated revenue for the three months ended June 30, 2023 and 2022, respectively.

General and administrative expenses grew approximately $7.3 million, or 32.2% over the six months ended June 30, 2022. This increase in cost was due primarily to increases in personnel, occupancy costs and professional fees to support our ongoing growth. These costs represented 16.0% and 14.6% of total consolidated revenue for the six months ended June 30, 2023 and 2022, respectively.

Income Tax Expense

Income tax expense for the three months ended June 30, 2023 increased $1.0 million from the three months ended June 30, 2022. Our effective tax rate was 20.6% for the three months ended June 30, 2023 compared with 20.5% for the three months ended June 30, 2022.

Income tax expense for the six months ended June 30, 2023 increased $2.0 million from the same period in 2022, Our effective tax rate was 20.6% for the six months ended June 30, 2023 compared with 20.5% for the six months ended June 30, 2022.

Net income for the three months ended June 30, 2023 increased 32.3% to $15.7 million.

Net income for the six months ended June 30, 2023 increased 37.9% to $27.2 million.

Liquidity and Capital Resources

Our primary sources of liquidity are available cash and cash equivalents, cash flows provided by operations and borrowings under our credit facilities. As of June 30, 2023, we had cash and cash equivalents of $14.3 million. For the six months ended June 30, 2023, cash provided by operations was $27.4 million. We currently have $115.4 million available ($112.0 million under the Credit Agreement and CAD $4.5 ($3.4 million) under our Canadian credit facility) to us under our committed credit facilities. We expect available cash, internally generated funds, and borrowings from our committed credit facilities to be sufficient to support working capital needs, capital expenditures (including acquisitions), and our debt service obligations. We are focused on continuing to generate positive operating cash to fund our operational and capital investment initiatives. We believe we have sufficient liquidity to operate for at least the next 12 months from the date of filing this report.

Operating activities. Cash provided by operations for the six months ended June 30, 2023 was $27.4 million compared to cash outflows of $2.5 million during the six months ended June 30, 2022. This increased cash flow was due mainly to increases in net income and a reduction in inventory purchases.

Investing activities. Cash used in investing activities totaled approximately $8.3 million during the six months ended June 30, 2023 compared to $4.6 million during the six months ended June 30, 2022. This was due primarily to an acquisition that we completed in May of 2023 (see Note 13 for discussion of this acquisition).

Financing activities. Cash flows used in financing activities during the six months ended June 30, 2023 totaled $13.1 million compared to cash flows provided by financing activities during the same period in the prior year of $6.7 million. This change was due primarily to repayments on our committed credit facility in 2023 as compared to borrowings in the prior year.

Debt obligations as of June 30, 2023 and December 31, 2022 totaled approximately $14.2 million and $27.0 million, respectively.

Future liquidity and capital resource requirements

We expect to fund ongoing operating expenses, capital expenditures, acquisitions, interest payments, tax payments, credit facility maturities, future lease obligations, and payments for other long-term liabilities with cash flow from operations and borrowings under our credit facilities. In the short-term, we are contractually obligated to make lease payments and make payments on contingent liabilities related to certain completed acquisitions in the event they are earned. In the long-term, we are contractually obligated to make lease payments, payments for contingent liabilities, and repayments of borrowings on our line of credit. We believe that we have sufficient cash and cash equivalents, as well as borrowing capacity, to cover our estimated short-term and long-term funding needs.

Credit Facilities

The Company has a revolving credit facility providing for secured revolving loans and letters of credit in an aggregate amount of up to $125.0 million. As of June 30, 2023, the Company had an outstanding balance of $13.0 million. Borrowings under this facility are subject to the terms of the Credit Agreement.

Borrowings under the Credit Agreement bear interest, at XPEL's option, at a rate equal to either (a) Base Rate or (b) Adjusted Term SOFR. In addition to the applicable interest rate, the Credit Agreement includes a commitment fee ranging from 0.20% to 0.25% per annum for the unused portion of the aggregate commitment and an applicable margin ranging from 0.00% to 0.50% for Base Rate Loans and 1.00% to 1.50% for Adjusted Term SOFR Loans. Both the margin applicable to the interest rate and the commitment fee are dependent on XPEL's Consolidated Total Leverage Ratio. The Credit Agreement's maturity date is April 6, 2026. As of June 30, 2023, the weighted average interest rate applied to borrowings under this facility was 6.20% per annum. All capitalized terms in this description of the credit facility that are not otherwise defined in this report have the meaning assigned to them in the Credit Agreement.

Obligations under the Credit Agreement are secured by a first priority perfected security interest, subject to certain permitted encumbrances, in all of XPEL's material property and assets.

The terms of the Credit Agreement include certain affirmative and negative covenants that require, among other things, XPEL to maintain legal existence and remain in good standing, comply with applicable laws, maintain accounting records, deliver financial statements and certifications on a timely basis, pay taxes as required by law, and maintain insurance coverage, as well as to forgo certain specified future activities that might otherwise encumber XPEL and certain customary covenants. The Credit Agreement provides for two financial covenants, as follows.

As of the last day of each fiscal quarter:

1. XPEL shall not allow its Consolidated Total Leverage Ratio to exceed 3.50 to 1.00, and
2. XPEL shall not allow its Consolidated Interest Coverage Ratio to be less than 3.00 to 1.00.

The Company also has a CAD $4.5 million revolving credit facility through a financial institution in Canada, as maintained by XPEL Canada Corp., a wholly-owned subsidiary of XPEL. This Canadian facility is utilized to fund the Company's working capital needs in Canada. This facility bears interest at HSBC Canada Bank's prime rate plus 0.25% per annum and is guaranteed by the parent company. As of June 30, 2023 and December 31, 2022, no balance was outstanding on this line of credit.

Critical Accounting Policies

There have been no material changes to the Company’s critical accounting estimates from the information provided in the Annual Report.

Related Party Relationships

There are no family relationships between or among any of our directors or executive officers. There are no arrangements or understandings between any two or more of our directors or executive officers, and there is no arrangement, plan or understanding as to whether non-management stockholders will exercise their voting rights to continue to elect the current Board. There are also no arrangements, agreements or understandings between non-management stockholders that may directly or indirectly participate in or influence the management of our affairs.

Item 3. Quantitative and Qualitative Disclosures about Market Risk

We have operations that expose us to currency risk in the British Pound Sterling, the Canadian Dollar, the Euro, the Mexican Peso, the New Taiwanese Dollar, and the Australian Dollar. Amounts invested in our foreign operations are translated into U.S. Dollars at the exchange rates in effect at the balance sheet date. The resulting translation adjustments are recorded as accumulated other comprehensive loss, a component of stockholders’ equity in our condensed consolidated balance sheets. We do not currently hedge our exposure to potential foreign currency translation adjustments.

Borrowings under our revolving lines of credit are subject to market risk resulting from changes in interest rates related to our floating rate bank credit facilities. For such borrowings, a hypothetical 200 basis point increase in variable interest rates may result in a material impact to our financial statements. We do not currently have any derivative contracts to hedge our exposure to interest rate risk. During each of the periods presented, we have not experienced a significant effect on our business due to changes in interest rates.

If our costs were to become subject to significant inflationary pressures, we may not be able to fully offset such higher costs through price increases. Our inability or failure to do so could adversely affect our business, financial condition and results of operations.

Item 4. Controls and Procedures

Evaluation of Disclosure Controls and Procedures

We have established and maintain a system of disclosure controls and procedures that are designed to provide reasonable assurance that information required to be disclosed in our reports filed with the SEC pursuant to the Securities Exchange Act of 1934, as amended ("Exchange Act"), is recorded, processed, summarized and reported within the time periods specified in the rules and forms of the SEC and that such information is accumulated and communicated to our management, including our Chief Executive Officer (“CEO”) and Chief Financial Officer (“CFO”), as appropriate, to allow timely decisions regarding required disclosures.

Management, with the participation of our CEO and CFO, has evaluated the effectiveness of the design and operation of our disclosure controls and procedures (as defined in Rules 13a-15(e) and 15d-15(e) of the Exchange Act) as of the end of the period covered by this report. Based on such evaluation, our CEO and CFO have each concluded that as of the end of the period covered by this report, our disclosure controls and procedures were effective to provide reasonable assurance that information required to be disclosed by us in reports that we file or submit under the Exchange Act is recorded, processed, summarized and reported within the time periods specified in the SEC's rules and forms and that such information is accumulated and communicated to our management, including the CEO and CFO, as appropriate, to allow timely decisions regarding required disclosures.

Our disclosure controls and procedures are designed to provide reasonable assurance of achieving their objectives as specified above. Management does not expect, however, that our disclosure controls and procedures will prevent or detect all error and fraud. Any control system, no matter how well designed and operated, is based upon certain assumptions and can provide only reasonable, not absolute, assurance that its objectives will be met. Further, no evaluation of controls can provide absolute assurance that misstatements due to error or fraud will not occur or that all control issues and instances of fraud, if any, within the Company have been detected.

Changes in Internal Control over Financial Reporting

There were no changes in our internal control over financial reporting that occurred during the last fiscal quarter that have materially affected, or are reasonably likely to materially affect, our internal control over financial reporting.

Part II. Other Information

Item 1. Legal Proceedings

From time to time, we are made parties to actions filed or have been given notice of potential claims relating to the ordinary conduct of our business, including those pertaining to commercial disputes, product liability, patent infringement and employment matters.

While we believe that a material impact on our financial position, results of operations or cash flows from any such future claims or potential claims is unlikely, given the inherent uncertainty of litigation, it is possible that an unforeseen future adverse ruling or unfavorable development could result in future charges that could have a material adverse impact. We do and will continue to periodically reexamine our estimates of probable liabilities and any associated expenses and receivables and make appropriate adjustments to such estimates based on experience and developments in litigation. As a result, the current estimates of the potential impact on our financial position, results of operations and cash flows for the proceedings and claims described in the notes to our consolidated financial statements could change in the future.

Item 1A. Risk Factors

There have been no material changes to the risk factors disclosed in Part I, Item IA of the Annual Report.

Item 2. Unregistered Sales of Equity Securities and Use of Proceeds

None.

Item 3. Defaults Upon Senior Securities

Not applicable.

Item 4. Mine Safety Disclosures

Not applicable.

Item 5. Other Information

On May 22, 2023, Ryan Pape, President and Chief Executive Officer of the Company, adopted a 10b5-1 plan. This plan allows for Mr. Pape's orderly disposition of 25,000 shares of the Company's Common Stock during the period from August 21, 2023 to February 26, 2024.

On May 15, 2023, Mathieu Moreau, Senior Vice President of Sales and Product of the Company, adopted a 10b5-1 plan. This plan allows for Mr. Moreau's orderly disposition of 40,000 shares of the Company's Common Stock during the period from August 16, 2023 to February 17, 2025.

Item 6. Exhibits

The following exhibits are being filed or furnished with this quarterly report on Form 10-Q:

Exhibit No.	Description	Method of Filing
10.1	Credit Agreement Dated April 6, 2023	Incorporated by reference to Exhibit 10.1 to the Company's Current Report on Form 8-K filed on April 10, 2023
*10.1	Form of Performance Restricted Stock Unit Award Agreement	Filed herewith
31.1	Certification of Chief Executive Officer Pursuant to Exchange Act Rules 13a-14(a)/15d-14(a), as Adopted Pursuant to Section 302 of the Sarbanes-Oxley Act of 2002	Filed herewith
31.2	Certification of Chief Financial Officer Pursuant to Exchange Act Rules 13a-14(a)/15d-14(a), as Adopted Pursuant to Section 302 of the Sarbanes-Oxley Act of 2002	Filed herewith
32.1	Certification of Chief Executive Officer Pursuant to 18 U.S.C. Section 1350, as Adopted Pursuant to Section 906 of the Sarbanes-Oxley Act of 2002	Furnished herewith
32.2	Certification of Chief Financial Officer Pursuant to 18 U.S.C. Section 1350, as Adopted Pursuant to Section 906 of the Sarbanes-Oxley Act of 2002	Furnished herewith
101	The following materials from XPEL's Quarterly Report on Form 10-Q for the fiscal quarter ended June 30, 2021, formatted in XBRL (Extensible Business Reporting Language): (i) the unaudited Consolidated Balance Sheets, (ii) the unaudited Consolidated Statements of Operations, (iii) the unaudited Consolidated Statements of Comprehensive Income, (iv) the unaudited Consolidated Statements of Equity, (v) the unaudited Consolidated Statements of Cash Flows, and (vi) Notes to Consolidated Financial Statements	Filed herewith

* Management compensatory plan or agreement.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

XPEL, Inc. (Registrant)

By: /s/ Barry R. Wood

Barry R. Wood

Senior Vice President and Chief Financial Officer

(Authorized Officer and Principal Financial and Accounting Officer)

August 9, 2023

XPEL, INC.
PERFORMANCE RESTRICTED STOCK UNIT AWARD AGREEMENT

This Performance Restricted Stock Unit Award Agreement (the "***Agreement***"), made as of the --- day of June, 2023 (the "***Grant Date***") by and between XPEL, Inc., a Nevada corporation (the "***Company***"), and [_______] ("***Employee***"), evidences the grant by the Company of an Award of Performance Restricted Stock Units (the "***Award***") to the Employee on such date and the Employee's acceptance of the Award in accordance with the provisions of the XPEL, Inc. 2020 Equity Incentive Plan, as amended or restated from time to time (the "***Plan***"). The Company and the Employee hereby agree as follows:

1. Basis for Award. This Award is made under the Plan pursuant to Section 8 thereof.

2. Performance Restricted Stock Units Awarded.

(a) The Company hereby awards to the Employee on the Grant Date an Award consisting of, in the aggregate, [______] Performance Restricted Stock Units ("***Performance Restricted Stock Units***"). Each Performance Restricted Stock Unit represents the right to receive one share of Common Stock, subject to the terms and conditions set forth in this Agreement and the Plan. For purposes of the Plan, the Performance Restricted Stock Units are hereby deemed to be Performance Units (as defined in the Plan).

(b) Each Performance Restricted Stock Unit shall be credited to a separate account maintained for the Employee on the books and records of the Company (the "Account"). All amounts credited to the Account shall continue for all purposes to be part of the general assets of the Company.

(c) Subject to any exceptions set forth in this Agreement or the Plan, during the Period of Restriction and until such time as the Performance Restricted Stock Units are settled in accordance with Section 6, the Performance Restricted Stock Units or the rights relating thereto shall not be transferred on the books of the Company nor shall any attempted sale, transfer, assignment, pledge or other disposition of any of the Performance Restricted Stock Units be effective unless and until the terms and provisions of this Agreement are first complied with. Any attempted sale, transfer, assignment, pledge or other disposition of any shares of the Performance Restricted Stock Units that does not comply with the provisions of this Agreement shall be invalid and of no effect.

(d) Except as provided in the Plan or this Agreement, the restrictions on the Performance Restricted Stock Units covered by this Agreement are that the Performance Restricted Stock Units or the rights relating thereto will be forfeited by the Employee and all of the Employee's rights to such Performance Restricted Stock Units shall immediately terminate without any payment or consideration by the Company, in the event of any sale, assignment, transfer, hypothecation, pledge or other alienation of such Performance Restricted Stock Units made or attempted, whether voluntary or involuntary, and if involuntary whether by process of law in any civil or criminal suit, action or proceeding, whether in the nature of an insolvency or bankruptcy proceeding or otherwise, except that the Performance Restricted Stock Units or the rights relating thereto may be transferred by will or by the laws of descent or distribution and may be exercised, during the lifetime of the Employee, only by the Employee, unless the Committee permits further transferability, on a general or specific basis, in which case the Committee may impose conditions and limitations on any permitted transferability.

(e) Subject to the terms of this Agreement and the Plan, upon termination of the Employee's employment with the Company for any reason, all Performance Restricted Stock Units may vest or be forfeited in accordance with the terms and conditions established by the Committee or as specified in this Agreement. For purposes of clarity, in the event of a Change of Control, Section 4 of this Agreement and the terms of the Plan shall control. Each Performance Restricted Stock Unit Award may, in the sole and absolute discretion of the Committee, have different forfeiture and vesting provisions.

3. Period of Restriction; Vesting. Subject to the terms and conditions of this Agreement and the Plan, the Performance Restricted Stock Units shall vest subject to the satisfaction of performance-based vesting conditions. None of the Performance Restricted Stock Units shall be considered earned until all vesting conditions applicable to such Performance Restricted Stock Units are fully satisfied. The performance-based vesting conditions shall be satisfied upon the achievement of the performance goals set forth in Appendix A, **measured over the specified performance measures for the fiscal years 2023, 2024 and 2025**. Notwithstanding any provision of this Agreement to the contrary, a maximum of 200% of the number of Performance Restricted Stock Units set forth in Section 2(a) shall be eligible to become vested. Except as otherwise provided in Section 4, any Performance Restricted Stock Units that do not vest at the end of the period set forth in Appendix A shall be forfeited.

4. Death or Disability; Change of Control. In the event (a) of Employee's Death or Disability, (b) Employee's employment is terminated by the Company (or a Subsidiary which is his or her employer) for reasons other than Cause (as defined in the Plan) or if Employee voluntarily terminates his or her employment for Good Reason (as defined in the Plan) within 24 months following a Change of Control (as defined in the Plan), or (c) the Plan is terminated by the Surviving Entity (as defined in the Plan) following a Change of Control without provision for the continuation of the Performance Restricted Stock Units awarded hereby, the vesting of all Performance Restricted Stock Units which have not otherwise expired shall be Accelerated (as defined in the Plan). If, upon a Change of Control, awards in other shares or securities are substituted for the Performance Restricted Stock Units awarded hereby, and immediately following the Change of Control the Employee becomes employed (if the Employee was an employee immediately prior to the Change of Control) by the Surviving Entity, the Employee shall not be treated as having terminated employment or service for purposes of Section 6 of the Plan until such time as the Employee's employment or service with the Surviving Entity (or successor), as applicable, is terminated.

5. Rights as Shareholder; Dividend Equivalents.

(a) The Employee shall not have any rights of a shareholder with respect to the shares of Common Stock underlying the Performance Restricted Stock Units unless and until the Performance Restricted Stock Units vest and are settled by the issuance of such shares of Common Stock.

(b) Upon and following the settlement of the Performance Restricted Stock Units, the Employee shall be the record owner of the shares of Common Stock underlying the Performance Restricted Stock Units unless and until such shares are sold or otherwise disposed of, and as record owner shall be entitled to all rights of a shareholder of the Company (including voting rights).

If, prior to the settlement date, the Company declares a cash or stock dividend on the shares of Common Stock, then, on the payment date of the dividend, the Employee's Account shall be credited with an amount equal to the cash and stock dividends paid by the Company in respect of one share of Common Stock ("***Dividend Equivalents***") in an amount equal to the dividends that would have been paid to the Employee if one share of Common Stock had been issued on the Grant Date for each Restricted Stock Unit granted to the Employee as set forth in this Agreement.

The Dividend Equivalents credited to the Employee's Account will be deemed to be reinvested in additional Performance Restricted Stock Units (rounded to the nearest whole share) and will be subject to the same terms and conditions as the Performance Restricted Stock Units to which they are attributable and shall vest or be forfeited (if applicable) at the same time as the Performance Restricted Stock Units to which they are attributable. Such additional Performance Restricted Stock Units shall also be credited with additional Performance Restricted Stock Units as any further dividends are declared.

6. <u>Settlement of Performance Restricted Stock Units.</u>

(a) Subject to Section 10 hereof, promptly following the vesting date, and in any event no later than 30 days after such vesting occurs, the Company shall (a) issue and deliver to the Employee the number of shares of Common Stock equal to the number of Performance Restricted Stock Units which have vested ("***Vested Units***") and cash equal to any Dividend Equivalents credited with respect to such Vested Units and the interest thereon or, at the discretion of the Committee, shares of Common Stock having a Fair Market Value equal to such Dividend Equivalents and the interest thereon; and (b) enter the Employee's name on the books of the Company as the shareholder of record with respect to the shares of Common Stock delivered to the Employee.

(b) If the Employee is deemed a "specified employee" within the meaning of Section 409A of the Code, as determined by the Committee, at a time when the Employee becomes eligible for settlement of the Performance Restricted Stock Units upon his "separation from service" within the meaning of Section 409A of the Code, then to the extent necessary to prevent any accelerated or additional tax under Section 409A of the Code, such settlement will be delayed until the earlier of: (a) the date that is six months following the Employee's separation from service and (b) the Employee's death.

(c) To the extent that the Employee does not vest in any Performance Restricted Stock Units, all interest in such Performance Restricted Stock Units and any related Dividend Equivalents) shall be forfeited. The Employee has no right or interest in any Performance Restricted Stock Units that are forfeited.

7. <u>Beneficiary Designations</u>. The Employee shall file with the Secretary of the Company a written designation of his or her beneficiary ("***Designated Beneficiary***") to whom Performance Restricted Stock Units otherwise due the Employee shall be distributed in the event of Employee's death. The Employee shall have the right to change the Designated Beneficiary from time to time, provided, however, that any change shall not become effective until received in writing by the Secretary of the Company. If any Designated Beneficiary shall survive the Employee but shall die before receiving all of the Performance Restricted Stock Units under the Plan, any remaining Performance Restricted Stock Units due the Employee shall be distributed to the deceased Designated Beneficiary's estate. If there is no Designated Beneficiary on file at the time of the Employee's death, or if the Designated Beneficiary has predeceased such Employee, the payment of any remaining benefits shall be made to the Employee's estate.

8. <u>Prerequisites to Benefits</u>. Neither the Employee, nor any person claiming through the Employee, shall have any right or interest in the Performance Restricted Stock Units awarded hereunder, unless and until all terms, conditions and provisions of this Agreement and the Plan which affect the Employee or such other person shall have been complied with as specified herein or in the Plan.

9. Compliance with Laws and Regulations. The issuance and transfer of shares of Common Stock shall be subject to compliance by the Company and the Employee with all applicable requirements of securities laws and with all applicable requirements of any stock exchange on which the Common Stock of the Company may be listed at the time of such issuance or transfer, and further subject to the approval of counsel for the Company with respect to such compliance. .

10. Tax Liability and Withholding. The Employee shall be required to pay to the Company, and the Company shall have the right to deduct from any compensation paid to the Employee pursuant to the Plan, the amount of any required withholding taxes in respect of the Performance Restricted Stock Units and to take all such other action as the Committee deems necessary to satisfy all obligations for the payment of such withholding taxes. The Committee may permit the Employee to satisfy any federal, state or local tax withholding obligation by any of the following means, or by a combination of such means:

(a) tendering a cash payment.

(b) authorizing the Company to withhold shares of Common Stock from the shares of Common Stock otherwise issuable or deliverable to the Employee as a result of the vesting of the Performance Restricted Stock Units; provided, however, that no shares of Common Stock shall be withheld with a value exceeding the maximum amount of tax required to be withheld by law.

(c) delivering to the Company previously owned and unencumbered shares of Common Stock.

Notwithstanding any action the Company takes with respect to any or all income tax, social insurance, payroll tax, or other tax-related withholding ("***Tax-Related Items***"), the ultimate liability for all Tax-Related Items is and remains the Employee's responsibility and the Company (a) makes no representation or undertakings regarding the treatment of any Tax-Related Items in connection with the grant, vesting or settlement of the Performance Restricted Stock Units or the subsequent sale of any shares; and (b) does not commit to structure the Performance Restricted Stock Units to reduce or eliminate the Employee's liability for Tax-Related Items.

11. No Right to Continued Service. Nothing in this Agreement shall be deemed by implication or otherwise to confer upon the Employee the right to continue in the service of the Company, or impose any limitation on any right of the Company or any of its affiliates to terminate the Employee's service at any time for any reason.

12. Representations and Warranties of Employee. The Employee represents and warrants to the Company that:

(a) The Employee has received a copy of the Plan and has read and understands the terms of the Plan and this Agreement, and agrees to be bound by their terms and conditions. The Employee acknowledges that there may be adverse tax consequences upon the vesting of Performance Restricted Stock Units or disposition of the Performance Restricted Stock Units once vested, and that the Employee should consult a tax adviser prior to such time.

(b) The Employee agrees to sign such additional documentation as may reasonably be required from time to time by the Company.

(c) The Employee represents and agrees the Performance Restricted Stock Units are being acquired without a view to distribution thereof.

13. Adjustments to Shares. Pursuant to Section 13 of the Plan, the Committee may make appropriate adjustments to the number and class of shares relating to Performance Restricted Stock Units as it deems appropriate, in its sole discretion, to preserve the value of this Award. The Committee's adjustment shall be made in accordance with the provisions of Section 13 of the Plan and shall be effective and final, binding and conclusive for all purposes of the Plan and this Agreement.

14. No Impact on Other Benefits. The value of the Employee's Performance Restricted Stock Units is not part of his or her normal or expected compensation for purposes of calculating any severance, retirement, welfare, insurance or similar employee benefit.

15. Governing Law; Modification. This Agreement shall be governed by the laws of the State of Texas without regard to the conflict of law principles. The Agreement may not be modified except in writing signed by both parties.

16. Section 409A. This Agreement is intended to comply with Section 409A of the Code or an exemption thereunder and shall be construed and interpreted in a manner that is consistent with the requirements for avoiding additional taxes or penalties under Section 409A of the Code. Notwithstanding the foregoing, the Company makes no representations that the payments and benefits provided under this Agreement comply with Section 409A of the Code and in no event shall the Company be liable for all or any portion of any taxes, penalties, interest or other expenses that may be incurred by the Employee on account of non-compliance with Section 409A of the Code.

17. Performance Restricted Stock Units Subject to Plan. This Agreement is subject to the Plan as approved by the Company's stockholders and are hereby deemed to be Performance Units (as defined in the Plan). The terms and provisions of the Plan as it may be amended from time to time are hereby incorporated herein by reference. In the event of a conflict between any nondiscretionary terms and provisions of the Plan and the terms and provisions contained herein, the applicable terms and provisions of the Plan will govern and prevail. In the event of a conflict between the discretionary terms and provisions of the Plan and the terms and provisions contained herein, the applicable terms and provisions of this Agreement will govern and prevail.

18. Defined Terms. Except as otherwise provided herein, or unless the context clearly indicates otherwise, capitalized terms used but not defined herein have the definitions as provided in the Plan.

19. Miscellaneous. The masculine pronoun shall be deemed to include the feminine, and the singular number shall be deemed to include the plural unless a different meaning is plainly required by the context.

IN WITNESS WHEREOF, the parties hereto have signed this Agreement as of the date first above written.

XPEL, INC.

By:
Name:
Title:

EMPLOYEE

Printed Name:

Appendix A

Measure	Performance Goals			Payout (% Target)		
	Thresh	Target	Max	Thresh	Target	Max
3-Year Average Revenue Growth (50% weighting)						
Average Annual Growth (FY23-25)	**10.8%**	**16.6%**	**18.9%**	**50%**	**100%**	**200%**
Cumulative Rev. Threshold (FY23-25)	**$1B**					
3-Year Average ROIC (50% weighting)[1]						
Average Annual ROIC (FY23-25)	**26.1%**	**30.2%**	**31/7%**	**50%**	**100%**	**200%**

[1] For purposes of this Agreement, ROIC shall equal the Company's Net Income After Taxes divided by the sum of the Company's indebtedness plus total stockholders'equity all as set forth in the Company's audited consolidated financial statements for the periods set forth above.

EXHIBIT 31.1

CERTIFICATION PURSUANT TO SECTION 302(A) OF THE SARBANES-OXLEY ACT OF 2002

I, Ryan L. Pape, certify that:

Date: August 9, 2023

1. I have reviewed this Quarterly Report on Form 10-Q of XPEL, Inc.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
   a. designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
   b. designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
   c. evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
   d. disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):
   a. all significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
   b. any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

/s/ Ryan L. Pape
Ryan L. Pape
President and Chief Executive Officer
(Principal Executive Officer)

Date: August 9, 2023

EXHIBIT 31.2

CERTIFICATION PURSUANT TO SECTION 302(A) OF THE SARBANES-OXLEY ACT OF 2002

I, Barry R. Wood, certify that:

Date: August 9, 2023

1. I have reviewed this Quarterly Report on Form 10-Q of XPEL, Inc.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
   a. designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
   b. designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
   c. evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
   d. disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):
   a. all significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
   b. any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

/s/ Barry R. Wood
Barry R. Wood
Senior Vice President and Chief Financial Officer
(Principal Financial Officer)

Date: August 9, 2023

EXHIBIT 32.1

CERTIFICATION PURSUANT TO
18 U.S.C. 1350
(SECTION 906 OF THE SARBANES-OXLEY ACT OF 2002)

I, Ryan L. Pape, President and Chief Executive Officer of XPEL, Inc. (the "Company"), certify, pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, 18 U.S.C. Section 1350, that, to my knowledge:

(1) the Quarterly Report on Form 10-Q of the Company for the quarterly period ended June 30, 2023 (the "Report") fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a) or 78o(d)); and

(2) the information contained in the Report fairly presents, in all material respects, the financial condition and results of operations of the Company.

This certificate is being furnished solely for the purposes of 18 U.S.C. Section 1350 and is not being filed as part of the Report or as a separate disclosure document.

/s/ Ryan L. Pape
Ryan L. Pape
President and Chief Executive Officer

Date: August 9, 2023

EXHIBIT 32.2

CERTIFICATION PURSUANT TO
18 U.S.C. 1350
(SECTION 906 OF THE SARBANES-OXLEY ACT OF 2002)

I, Barry R.Wood, Senior Vice President and Chief Financial Officer of XPEL, Inc. (the “Company”), certify, pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, 18 U.S.C. Section 1350, that, to my knowledge:

(1) the Quarterly Report on Form 10-Q of the Company for the quarterly period ended June 30, 2023 (the “Report”) fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a) or 78o(d)); and

(2) the information contained in the Report fairly presents, in all material respects, the financial condition and results of operations of the Company.

This certificate is being furnished solely for the purposes of 18 U.S.C. Section 1350 and is not being filed as part of the Report or as a separate disclosure document.

/s/ Barry R. Wood
Barry R. Wood
Senior Vice President and Chief Financial Officer

Date: August 9, 2023