

XPEL EXPANDS ARCHITECTURAL WINDOW FILM SOLUTIONS

- Company to broaden its VISION™ Home & Office Window Film offering by introducing new innovative film technologies and commercial support services.

SAN ANTONIO, TX (February 15, 2022) –XPEL, Inc. (NASDAQ: XPEL) a global provider of protective films and coatings, today announced the expansion of its VISION™ architectural window film product portfolio and commercial support services. The new films and services such as energy modeling simulations are designed to help reduce the carbon footprint of commercial buildings by lowering peak energy demand and maximizing HVAC efficiency.

The VISION product portfolio is headlined by its specialty films such as All-Season Intelligence, which is designed to reject solar heat in warmer climates and retain heat in cooler climates. Other products in the VISION portfolio include safety and security films to strengthen glass and reduce damage from graffiti, decorative films to improve aesthetics, and solar films to maximize interior comfort and energy efficiency.

“With the addition of these new products and services, XPEL is laser focused on delivering maximum benefits and results to our key client groups,” commented Harry Rahman, Director of Architectural Films for XPEL. “By providing our global installation network with more solutions, they can better service their clientele and end-users.”

VISION films can spectrally select light, offering unique benefits such as glare reduction while also targeting infrared heat and ultraviolet rays. All VISION films are backed by a comprehensive performance warranty.

ABOUT XPEL

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

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Safe harbor statement

This release includes forward-looking statements regarding XPEL, Inc. and its business, which may include, but is not limited to, anticipated use of proceeds from capital transactions, expansion into new markets, and execution of the company's growth strategy. Often, but not always, forward-looking statements can be identified by the use of words such as "plans," "is expected," "expects," "scheduled," "intends," "contemplates," "anticipates," "believes," "proposes" or variations (including negative variations) of such words and phrases, or state that certain actions, events or results "may," "could," "would," "might" or "will" be taken, occur or be achieved. Such statements are based on the current expectations of the management of XPEL. The forward-looking events and circumstances discussed in this release may not occur by certain specified dates or at all and could differ materially as a result of known and unknown risk factors and uncertainties affecting the company, performance and acceptance of the company's products, economic factors, competition, the equity markets generally and many other factors beyond the control of XPEL. Although XPEL has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results to

differ from those anticipated, estimated or intended. No forward-looking statement can be guaranteed. Except as required by applicable securities laws, forward-looking statements speak only as of the date on which they are made and XPEL undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.

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