

Item 7.01 Regulation FD Disclosure

XPEL, Inc. intends to use the materials attached to this report as Exhibit 99.1 in upcoming investor presentations. The furnishing of these materials is not intended to constitute a representation that such furnishing is required by Regulation FD or other securities laws, or that the presentation materials include material investor information that is not otherwise publicly available. In addition, XPEL does not assume any obligation to update such information in the future.

The information in this Report (including Exhibit 99.1) is furnished pursuant to Item 7.01 and shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of the Section. The information in this Report will not be deemed an admission as to the materiality of any information required to be disclosed solely to satisfy the requirements of Regulation FD.

Item 9.01. Financial Statements and Exhibits

(d) Exhibits

The following exhibit is to be filed as part of this Form 8-K:

<u>EXHIBIT NO.</u>	<u>IDENTIFICATION OF EXHIBIT</u>
99.1	May 2020 Presentation

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 hereunto duly authorized.

XPEL, Inc.

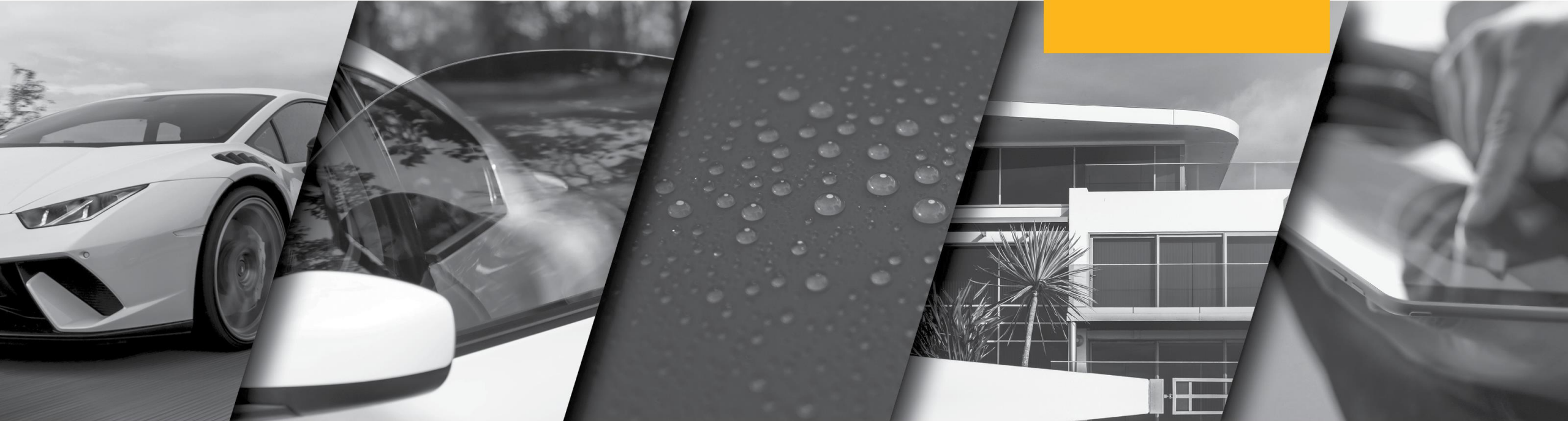
Dated: May 27, 2020

By: /s/ Barry R. Wood

Barry R. Wood

Senior Vice President and Chief Financial Officer

INVESTOR PRESENTATION



MAY 2020



FORWARD LOOKING STATEMENT

This Presentation contains certain forward-looking statements in respect of various matters including upcoming events that involve known and unknown risks and uncertainties that are beyond the control of Management. Those risks and uncertainties include, among other things, risks related to: share prices, liquidity, credit worthiness, currency, insurance, dilution, ability to access capital markets, interest rates, dependence on key personnel and environmental matters. Management believes that the expectations reflected in forward-looking statements are based upon reasonable assumptions and information currently available; however, Management can give no assurance that actual results will be consistent with these forward-looking statements. Factors and assumptions that were applied in drawing conclusions and could cause actual results, performance, or achievements to differ materially from those expressed or implied by forward-looking statements, include, but are not limited to, general economic conditions, competition, availability of manufacturing supply or quality, a availability and quality of raw materials, the Company's ability to maintain key employees and other factors identified in the "Risk Factors" section of the Company's Management's Discussion and Analysis (MD&A) available at www.xpel.com/relations.



THE LEADER IN PROTECTIVE FILMS

AUTOMOTIVE
PAINT PROTECTION FILMS

AUTOMOTIVE
WINDOW TINT

HOME & OFFICE
WINDOW FILMS



A BRAND BUILT OVER 20 YEARS

HEADQUARTERED IN
SAN ANTONIO, TX

FOUNDED IN 1997

NASDAQ: XPEL

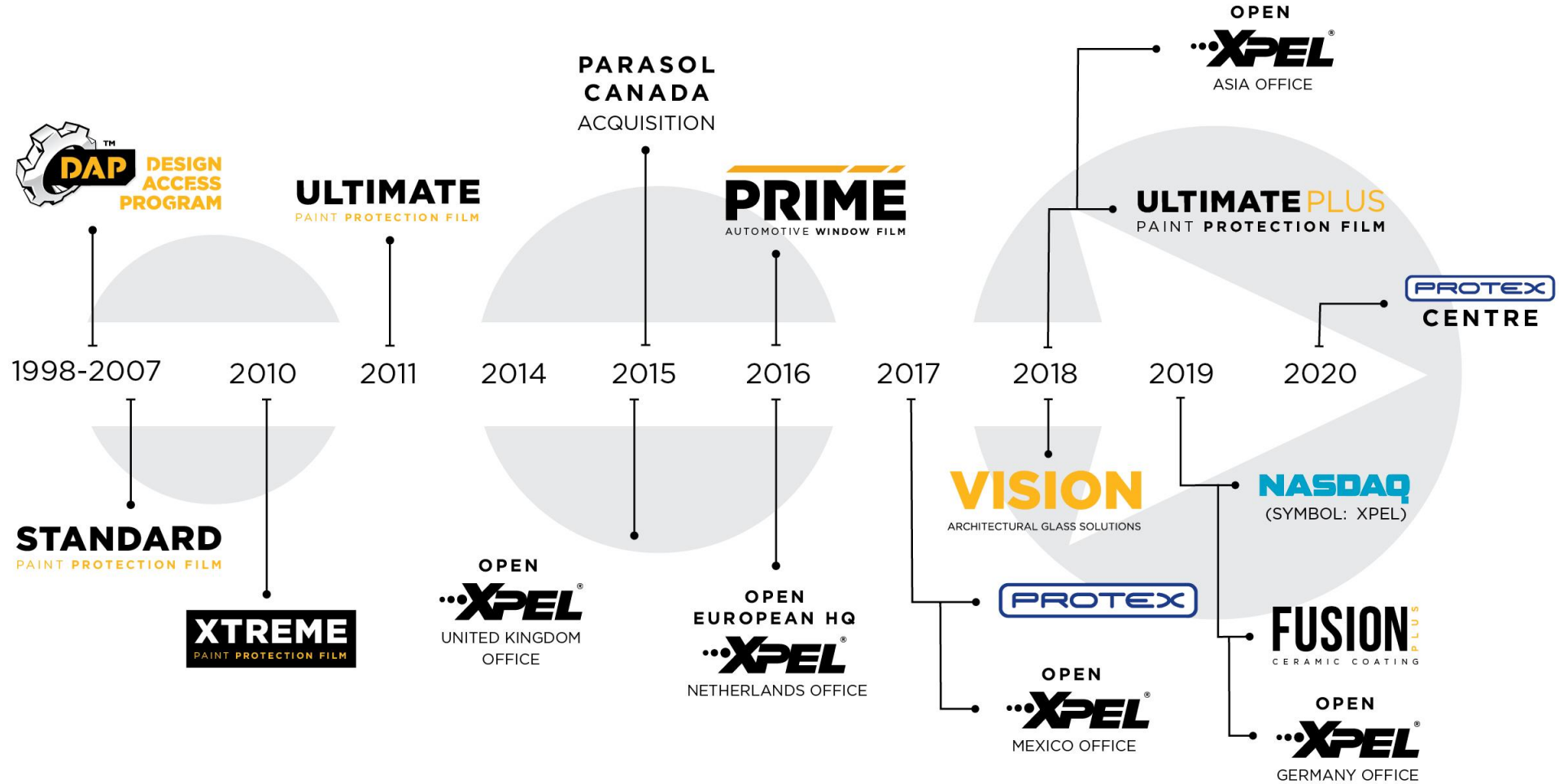
300 FULL TIME EMPLOYEES

2400+ CUSTOMERS

GLOBAL OPERATIONS



HISTORY THAT CONTINUES TO SET THE STANDARDS





KEY INVESTMENT HIGHLIGHTS

- Strong Recognition as Premium Brand
- Significant Domestic and International Market Opportunity
- Robust Growth, Profitability and Strong Balance Sheet
- High Insider Ownership Creates Firm Alignment with Shareholders
- Results Driven Management Team With Proven Track Record

COMPLETE PROTECTION



ULTIMATE PLUS PAINT PROTECTION FILM

↓ COVERAGE



BUMPER



HOOD



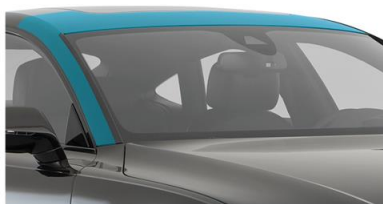
HEADLIGHTS & FOG LIGHTS



FENDERS



MIRRORS



A-PILLARS & ROOFLINE



DOOR SILL



DOOR EDGES & DOOR CUPS



ROCKER PANELS & REAR
WHEEL IMPACT AREA



LUGGAGE STRIP



ULTIMATE PLUS

PAINT PROTECTION FILM

Invisible, Cut-To-Fit Protection Film

Protects from Rock Chips,
Bug Acids, and Road Debris Damage

Professionally Installed New-Car Product

AUTOMOTIVE PRODUCTS



PRIME

AUTOMOTIVE WINDOW FILM

Film for Heat Rejection,
Security and Appearance

4 Core Lines of Film,
Something For Everyone

High-End Products for
Margin, Differentiation



FUSION PLUS

CERAMIC COATING

Hydrophobic Coating Applied to PPF and
Painted Surfaces

Allows for Easy Finished Maintenance and Cleaning

Opportunity for More Revenue Per Car

END CUSTOMER PPF ECONOMICS

COVERAGE - FULL CAR



Covers entire car.

\$4000 - \$6000

COVERAGE - FULL FRONT



Covers entire painted front bumper, hood, fenders, headlights and backs of the painted mirrors.

\$1800 - \$2500

COVERAGE - PARTIAL HOOD



Covers 6" - 12" of leading edge of hood.

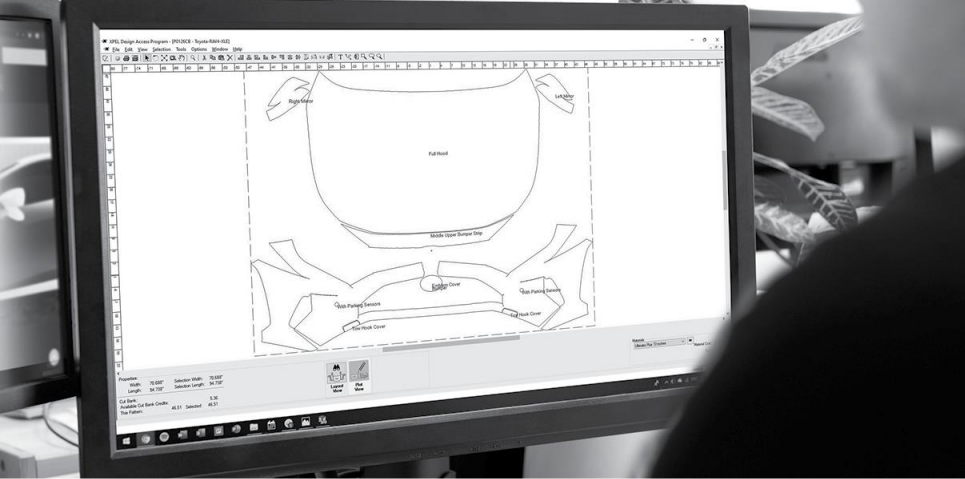
\$100 - 200

FACTORS INFLUENCING PRICING

Coverage

Retail vs Wholesale

Regional Variation



Cloud-Based Application Updated Daily with 80,000 Vehicle Applications

Pre-Cut Film Prevents Cutting on Car

Reduces Installation Time, Material Waste

THE XPEL DIFFERENCE



CERTIFIED TRAINING

Essential to New Customer Success and Industry Growth

Corporate Training Facilities in 5 Countries

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



Extensive On and Off-line Marketing and Lead Generation

Sponsorships, Events and Influencer Campaigns

Positions XPEL as the Premium Brand

NON-AUTOMOTIVE PRODUCTS



VISION

HOME & OFFICE WINDOW FILM

Solar Control and Security for Commercial and Residential Applications

Distinct Customer Set, But Similar Profile to Automotive

Large Addressable New Market



RX

PROTECTION FILM

Anti-Microbial Surface Protection

Screens, Electronics, Consumer Surfaces

Primarily B2B Sale and Available to Current Customers



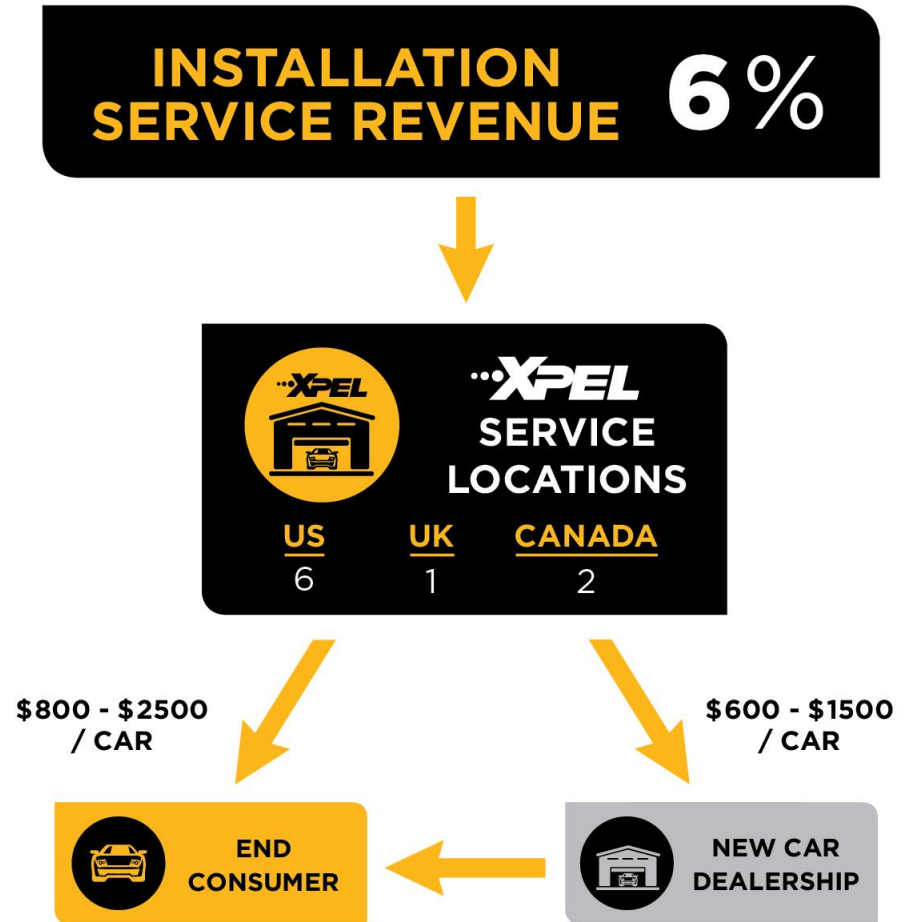
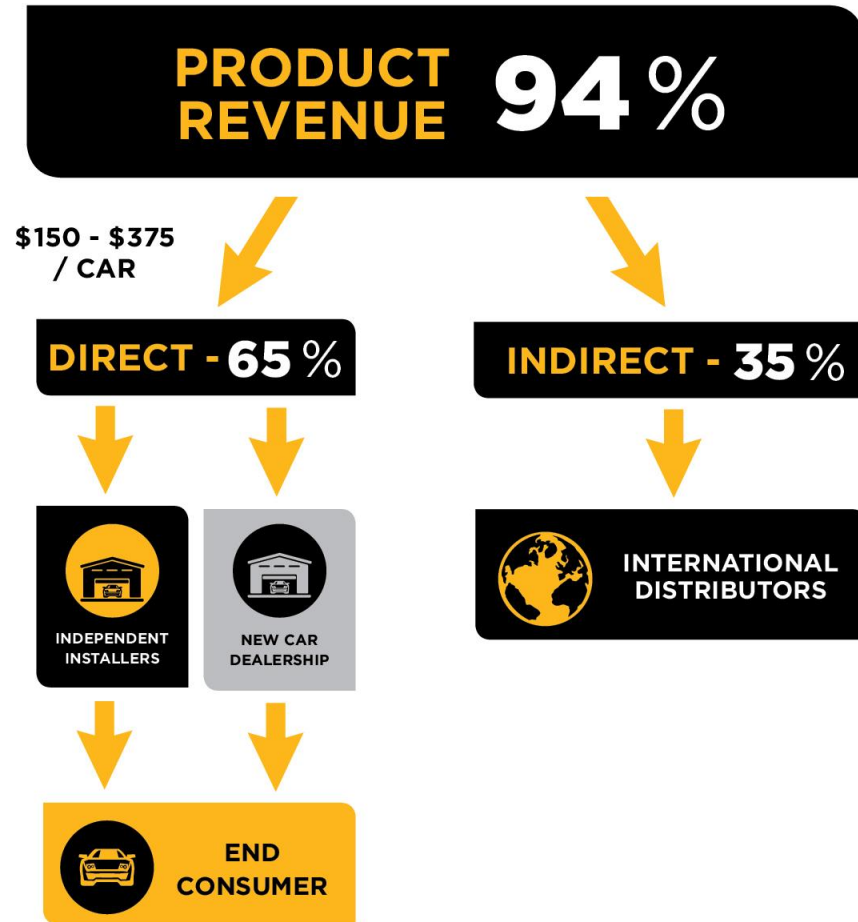
SURFACE PROTECTION

Sell to a Variety of Niche Non-Automotive Uses

Electronics, Stainless Steel, Solid Surface Countertops and More

Constantly Evaluating New Applications to Elevate Support

XPEL REVENUE ECOSYSTEM



STRATEGIC INITIATIVES



CONTINUE GLOBAL EXPANSION

Operations in 9 Countries

Build Out Sales Team In Under-penetrated Geographies

DRIVE GLOBAL BRAND AWARENESS

High Visibility At Premium Events

Advertising Placement In Media Consumed
By Car Enthusiasts

EXPAND NON-AUTOMOTIVE PRODUCT PORTFOLIO

Find Opportunities That Leverage The Channel and Brand

Find Opportunities That Leverage Existing Products
& Technology

CHANNEL EXPANSION VIA ACQUISITION

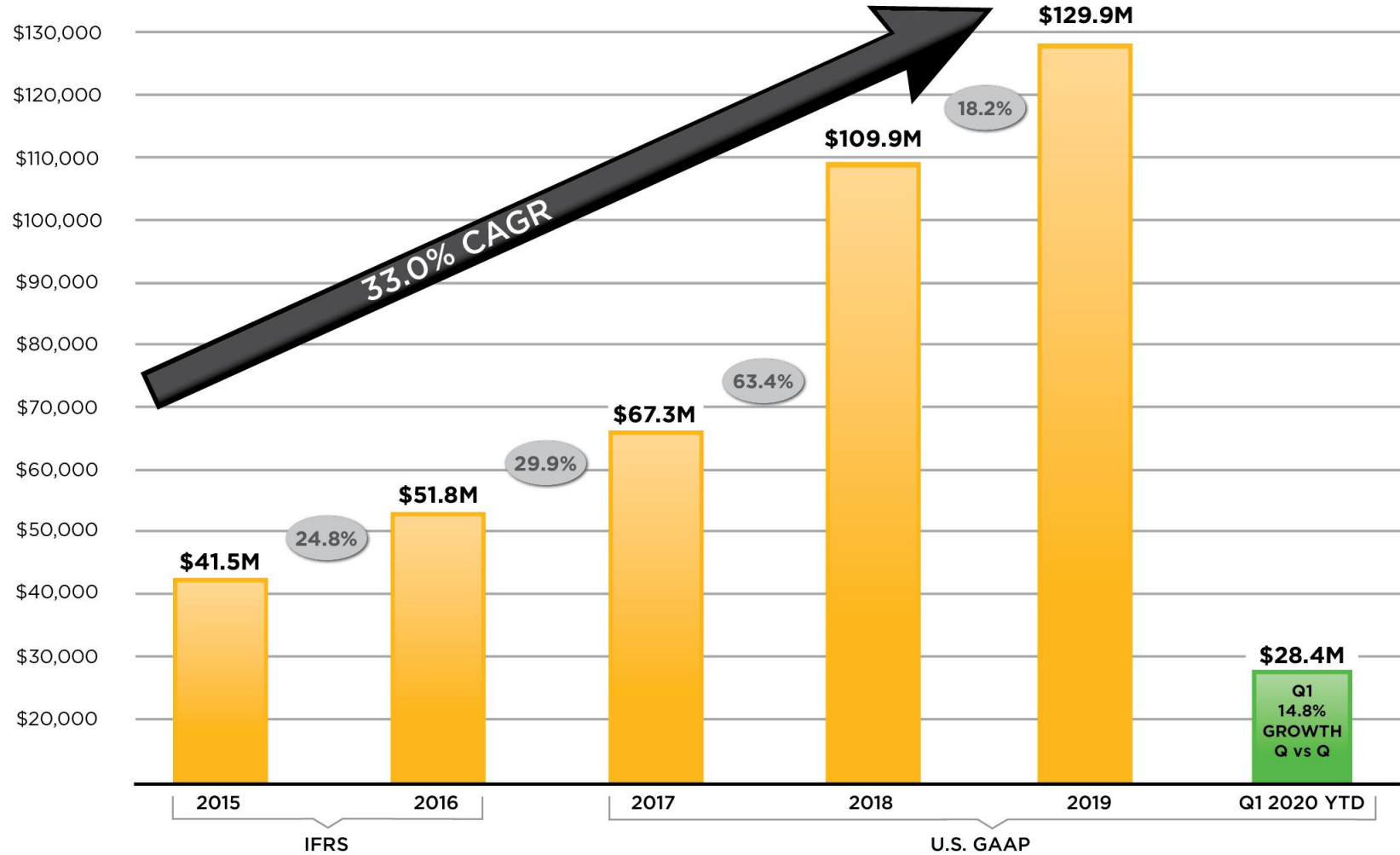
Acquire Select Installation Facilities in Key Markets

Acquire International Partners for Global Reach



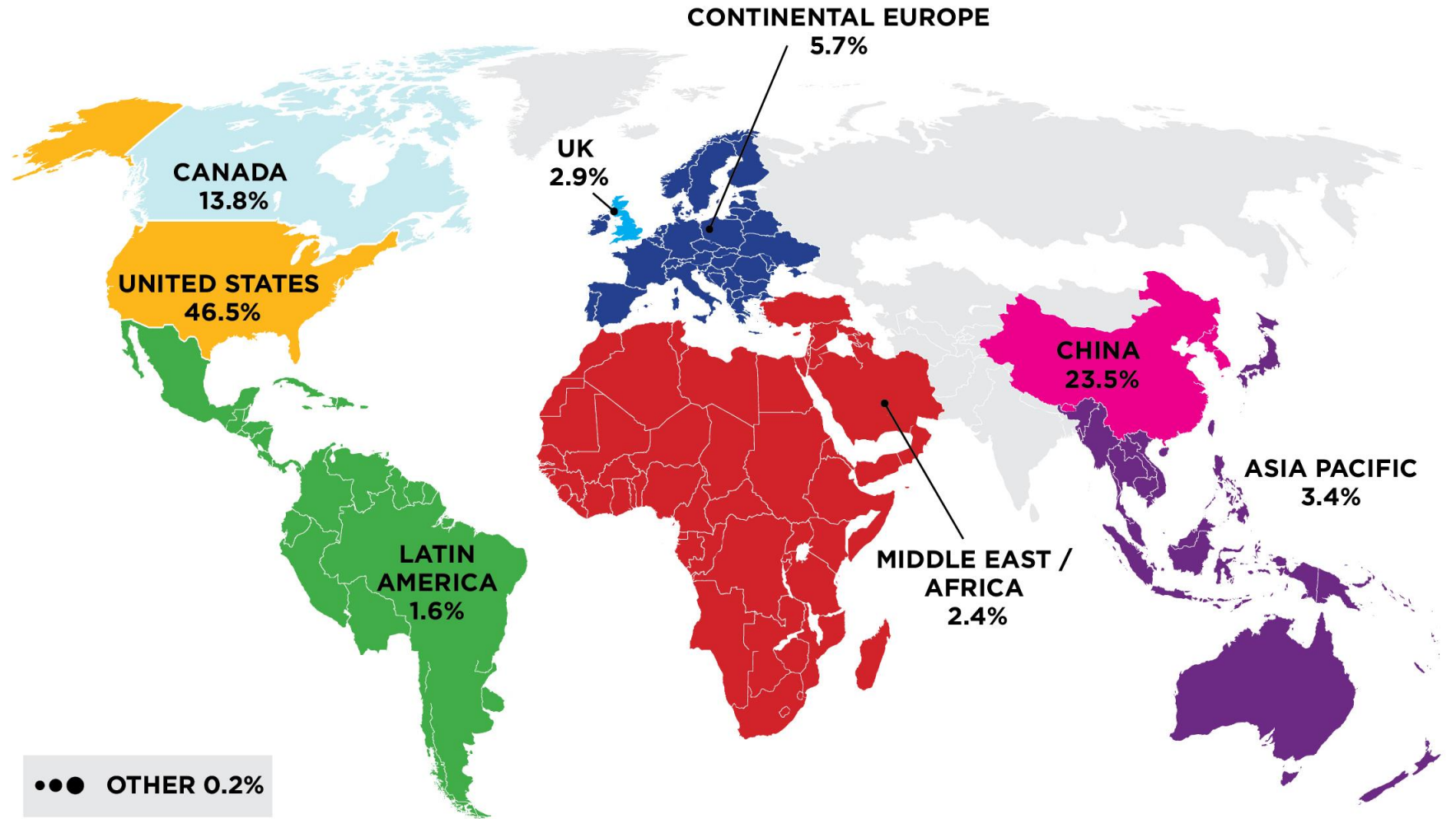
REVENUE TREND

IN MILLIONS





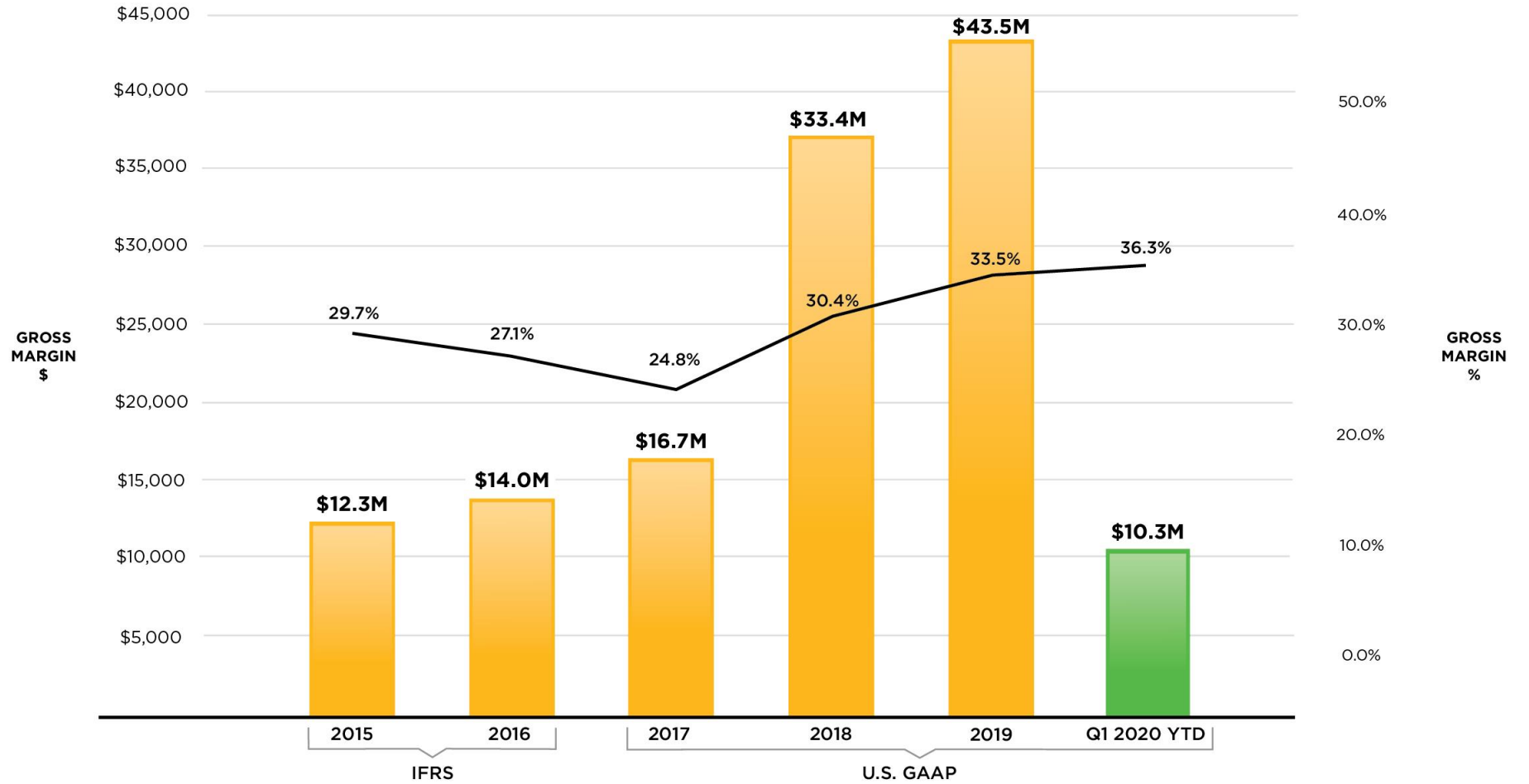
2019 SALE MIX BY REGION





GROSS MARGIN TREND

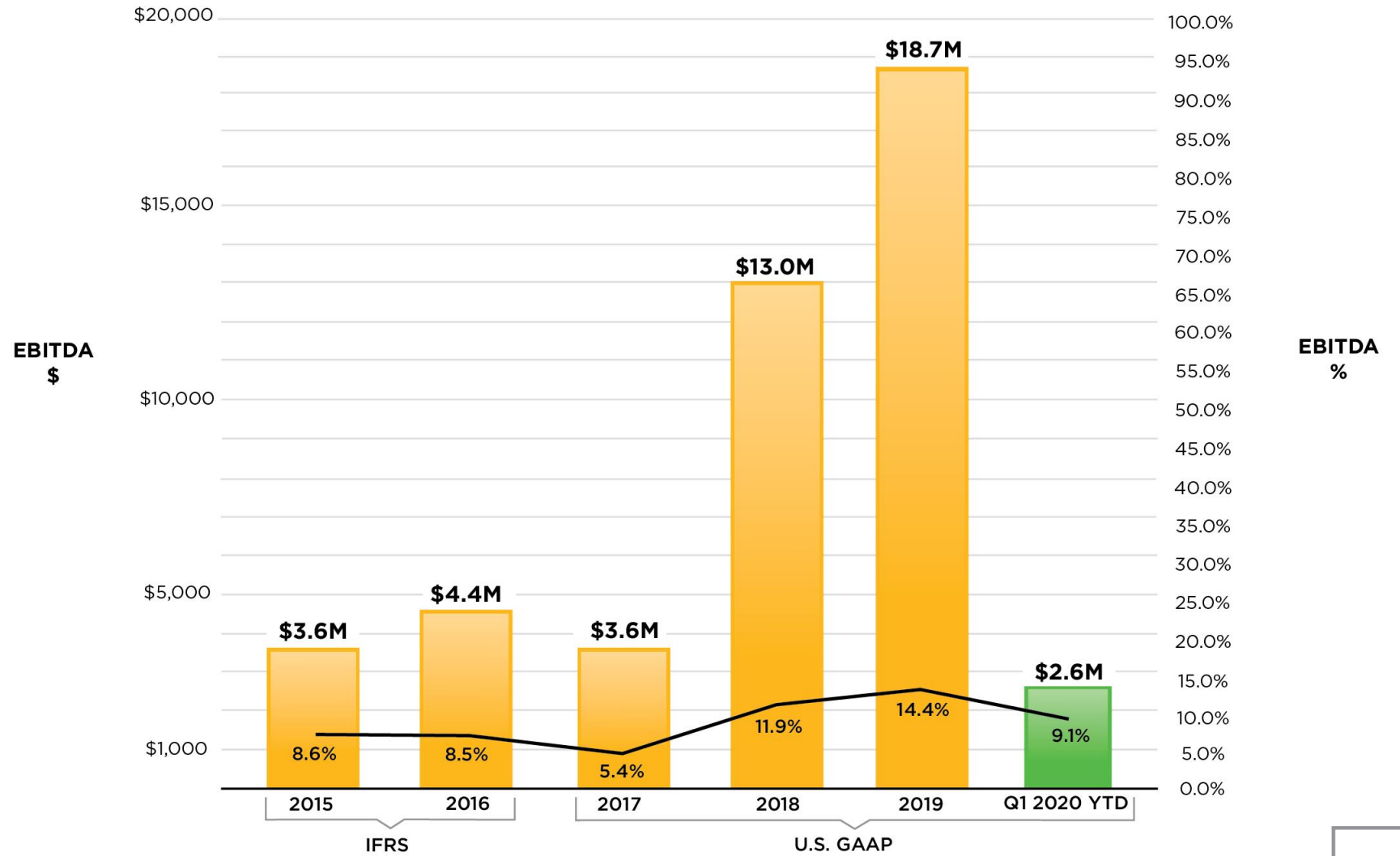
IN MILLIONS





EBITDA PROFILE

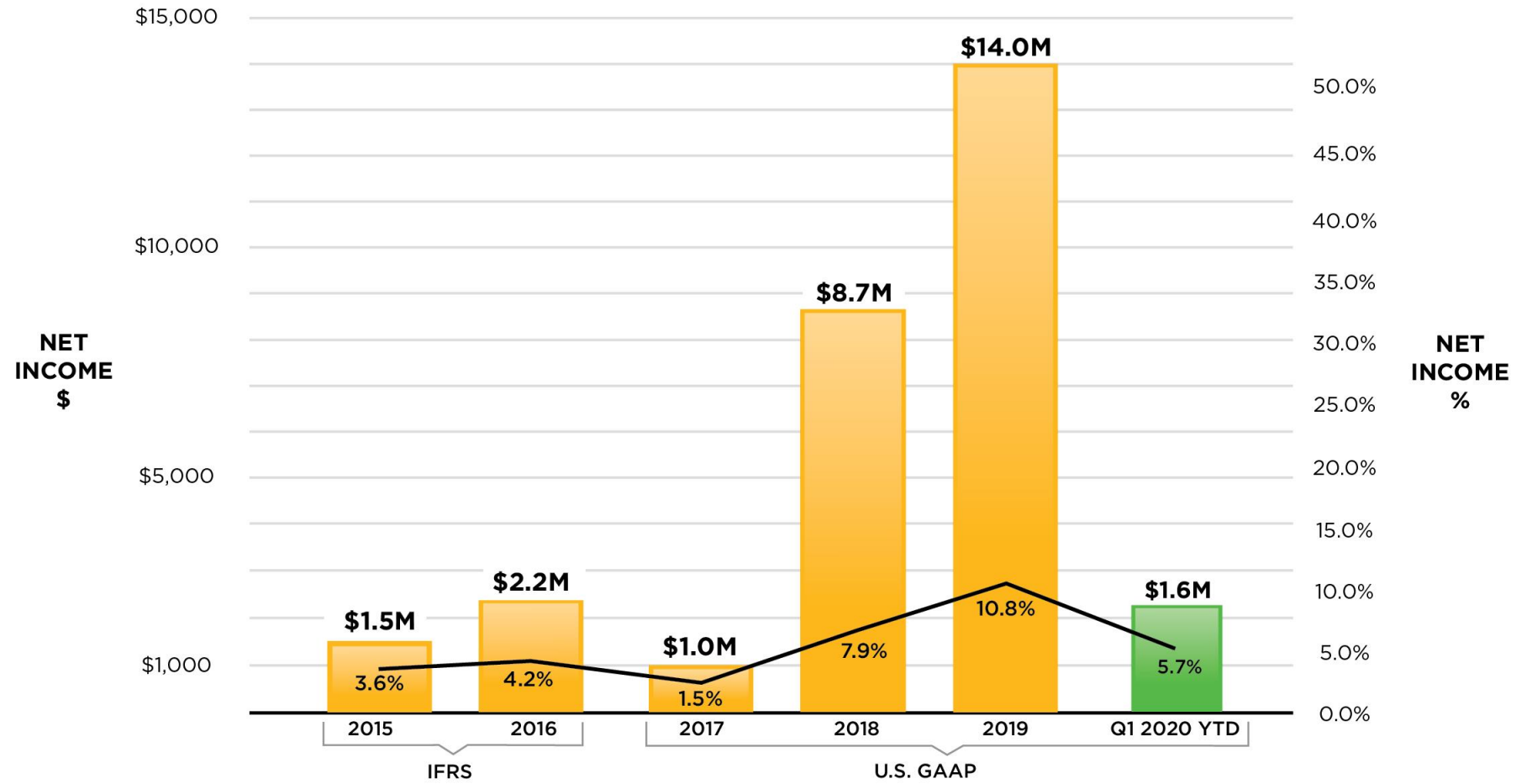
IN MILLIONS





NET INCOME TREND

IN MILLIONS





STRONG FINANCIAL POSITION

U.S. GAAP - IN MILLIONS

	2018	2019	2020 QTD
CASH • CASH EQUIVALENTS	\$4.0 M	\$11.5M	\$14.8M
NET WORKING CAPITAL	\$12.5M	\$24.5M	\$28.5M
ACCOUNTS RECEIVABLE	\$5.6M	\$7.2M	\$7.3M
TOTAL INVENTORY	\$10.8M	\$15.1M	\$18.8M
TOTAL ASSETS	\$30.5M	\$51.6M	\$61.7M
TOTAL DEBT (EXCLUDES LEASE OBLIGATIONS)	\$1.8M	\$0.8M	\$7.6M
CASH FLOW FROM OPS (YTD)	\$6.8M	\$11.0M	\$0.3M



MACRO GROWTH OPPORTUNITIES

Rock Chips Are Top Consumer Complaint

Paint Protection Film Low Penetration to New Cars Sold

Fragmented Market Provides Opportunity Ripe for Consolidation

Dealerships Need Tangible, Profitable Products

Window Film First Example of Leveraging Channel Opportunity

Equivalent Opportunities Domestically & Internationally





NON - GAAP MEASURES

EBITDA RECONCILIATION

U.S. GAAP - IN MILLIONS

	THREE MONTHS ENDED		YEAR ENDED	
	Mar 31, 2020	Mar 31, 2019	Dec 31, 2019	Dec 31, 2018
NET INCOME	\$1,611,354	\$1,860,003	\$13,995,072	\$8,721,232
INTEREST	\$30,558	\$28,706	\$96,646	\$168,389
TAXES	\$426,379	\$565,588	\$2,955,356	\$2,760,073
DEPRECIATION	\$270,317	\$200,818	\$915,918	\$735,983
AMORTIZATION	\$233,896	\$184,548	\$781,105	\$642,801
EBITDA	\$2,572,504	\$2,839,963	\$18,744,097	\$13,028,478



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USA
XPEL.COM

COMPLETE PROTECTION, UNSEEN.