

PARTNER MEETING WITH STEK USA

# Grow Together With STEK

## SEMA SHOW 2021, LAS VEGAS

SEMA 2021 is coming, and STEK is back with our biggest showcase yet. This year, we are expanding our presence with the most immense booth size yet, packed with six new PPF designs that are sure to generate explosive customer interest! Can't wait to show off what we have to offer.



 **STEK** AUTOMOTIVE

GROW TOGETHER WITH STEK

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creation, premium  
experience

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## Corporate Vision

Focusing on creating  
meaningfulness

# Introduction

GROW WITH STEK

# Grow Together With STEK

STEK is different. We always put **customer satisfaction first**; success cannot be achieved with just a great product. With a customer-centric corporate strategy and direction in mind, we will continue to serve our customers with more convenient, safer, and protective solutions.

STEK always has a forward-looking mindset, such as innovation in incorporating new materials, lowering carbon emissions, and replacing automobile paint. Our pioneering products are superior in performance and quality in the market. However, **we value the customer experience and customer service** that our customers get from using our products the most. Our customers who use our protective products should be able to obtain the **highest level of satisfaction**. Under STEK's philosophy, all our distributors and service shops must recognize this together and actively provide the best service to our customers.





GROW TOGETHER WITH STEK

# 3 Stages of **Growth**





1

## Product Sales

Focusing on more sales,  
competitive products

**Upsell STEK products**

Active Mindset

**Garage, shop**

Small Shop

**Selling more films**

Basic Services

**Satisfaction with STEK products**

Seller Satisfaction

**More Installations, More Sales**

Manageable Business

2

## Customer Service & Experience

Focusing on value creation,  
premium experience

**Customer satisfaction, value**

Growth Mindset

**Expansion, new divisions**

Medium Shop

**Focus on premium service**

Premium Services

**Focus on customer satisfaction**

Customer Satisfaction

**Become Premium Shops**

Profitable Business

3

## Corporate Vision

Focusing on creating  
meaningfulness

**Align with corporate vision**

Visionary Mindset

**Regional, new branches**

Large Shop

**Total car care solution**

Total Solution Services

**Making an impact in the world**

Global Satisfaction

**Expand to New Industries**

Meaningful Business



STEK BOOTH CONCEPT

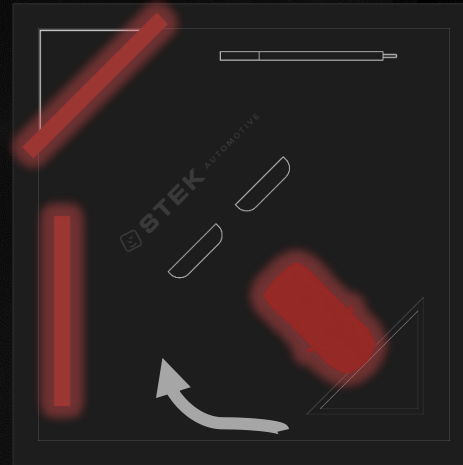
# SEMA Briefing



## Product Sales

Zone 1 – Exterior, demos  
Customer engagement

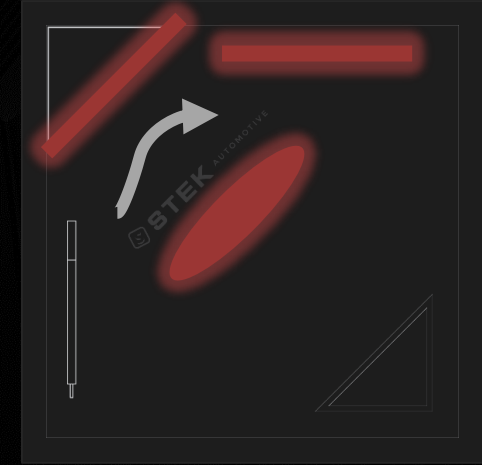
Attract and relate with customers  
Stage 1



## Customer Service & Experience

Zone 2 – Interior  
STEKSHIELD & installer benefits

Communicate and explain STEK  
Stage 2



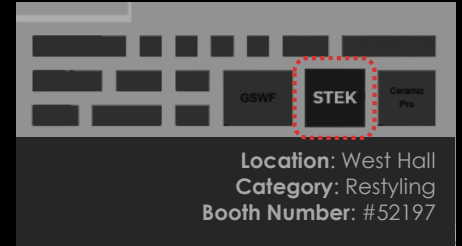
## Corporate Vision

Zone 3 – Interior  
Share STEK philosophy

Share STEK vision and philosophy  
Stage 3

# SEMA SHOW 2021

## Objectives & Roles



Proactively engage with customers, showcase products through product installations and sales

### USA

- ✓ Showcase installations
- ✓ Engage with customers
- ✓ New customer sales
- ✓ Scan and generate leads
- ✓ STEKSHIELD explanations
- ✓ Research market and trend

**5 members**

To share the SEMA experience with all our distributors and clients around the world

### Sales

- ✓ Scan and generate leads
- ✓ Get customer feedback
- ✓ Shoot daily video blogs
- ✓ Understand customer needs
- ✓ Research market and trend
- ✓ Collect competition materials

**4 members**

Providing customer experience and service through new product development and samples

### R&D

- ✓ Share upcoming products
- ✓ Answer technical questions
- ✓ Get new product feedback
- ✓ Understand customer needs
- ✓ Research competition
- ✓ Collect competition materials

**1 member**

Stay connected with STEK - share all ongoing events through social media, blogs, and STEKSHIELD

### Marketing

- ✓ Take photos and videos
- ✓ Social media live streaming
- ✓ Customer interviews
- ✓ STEKSHIELD demonstrations
- ✓ Upload blog posts daily
- ✓ Upload on social media

**4 members**



# Product Sales

Stage 1 - Focusing on more sales

STEK PRODUCT LINE UP

# World-class protection

## Take your shop to the next level



Upsell  
Opportunities



Innovative  
Products



Customer  
Experience

### PAINT PROTECTION FILM

PROTECT WHAT YOU LOVE



- |                    |                  |
|--------------------|------------------|
| Super protection   | Transparent      |
| Ultra-gloss finish | Premium colors   |
| Hydrophobic        | Premium patterns |
| Self-healing       | Color-shift      |
| Stain-resistant    | Headlights       |
| Non-yellowing      | 10-year warranty |

### WINDOW FILM

NEVER STOP INNOVATING



- |                     |               |
|---------------------|---------------|
| Graphene cooling    | NEX           |
| VLT 05 – 85         | SMART         |
| Heat rejection      | ACTION        |
| Cooling efficiency  | ACTION Safety |
| Privacy             | ICY           |
| UV glare protection | VISION 70S    |

### WINDSHIELD FILM

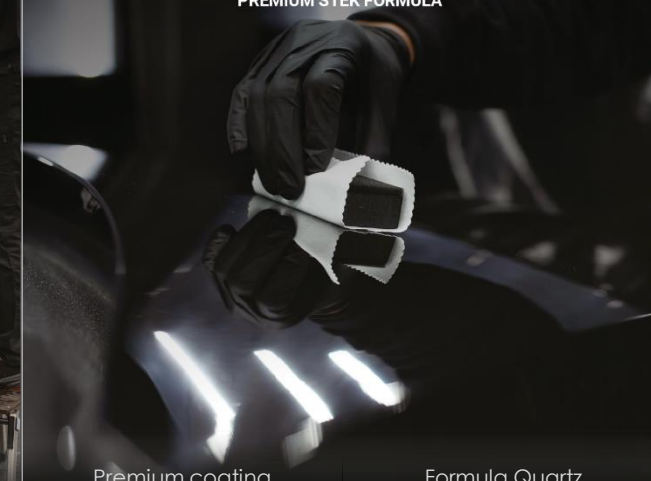
REINVENTING WINDSHIELD PROTECTION FILM



- |                      |                        |
|----------------------|------------------------|
| ADAS protection      | Shrinkage-free install |
| Rock-chip protection | Exterior protection    |
| Crack-free           | No heatgun install     |
| Shock absorption     | Professional install   |
| UV protection        | Extreme durability     |
| Weatherproof         | Self-healing           |

### CAR CARE

PREMIUM STEK FORMULA



- |                 |                     |
|-----------------|---------------------|
| Premium coating | Formula Quartz      |
| Stain resistant | Formula YURI        |
| Preserves color | Interior protection |
| Preserves gloss | Leather protection  |
| Hydrophobic     | Car wash            |
| Self-cleaning   | Car maintenance     |

NO.1 PROTECTION FILM

# The Bestselling World-class PPF

2 of the top 5 revenue-creating  
PPF for US dealers

We introduced our DYNO series PPF 7 years ago and now it **changed the entire protective film industry**. We have extensive range of stunning, unique design options, the STEK DYNOseries redefines the possibilities of automotive customizations.



STEK

AUTOMOTIVE

**No.1**

PROTECTION

Qualified by automotive manufacturers



## Transparent

World-renowned PPF

DYNOshield  
DYNOlite  
DYNOmight  
DYNOprism  
and more



## Color

Innovators of Color PPF

- DYNOblack
- DYNOred
- DYNOgray
- DYNOwhite
- DYNOmiami-blue
- DYNOshift-green
- DYNOpurple

## Pattern

Real Carbon-like PPF

DYNOblack carbon-gloss  
DYNOblack carbon-matte  
DYNOcarbon  
DYNOdamascus-black  
DYNOdamascus  
DYNOforged-carbon

## Headlights

Headlight Protection

DYNOfancy  
DYNOshade  
DYNOshadow  
DYNOsmoke

PPF

Features |

Superior  
Protection

Ultra-gloss  
Finish

Hydrophobic

Self-healing

Stain-resistant

Non-yellowing





SUSTAINABLE PAINT-FREE SOLUTION

# Protection in Style

## Protective Style Film that look better than car paint

The current automotive paint production process is not a sustainable solution. Car painting is the most expensive and troublesome stage of the automobile manufacturing production line. Starting with Tesla's Cybertruck, the world will move forward in a paint-free direction.



PIONEERS IN PRODUCT INNOVATION

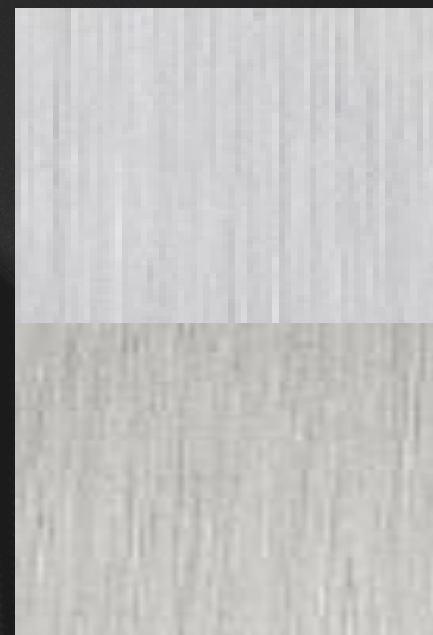
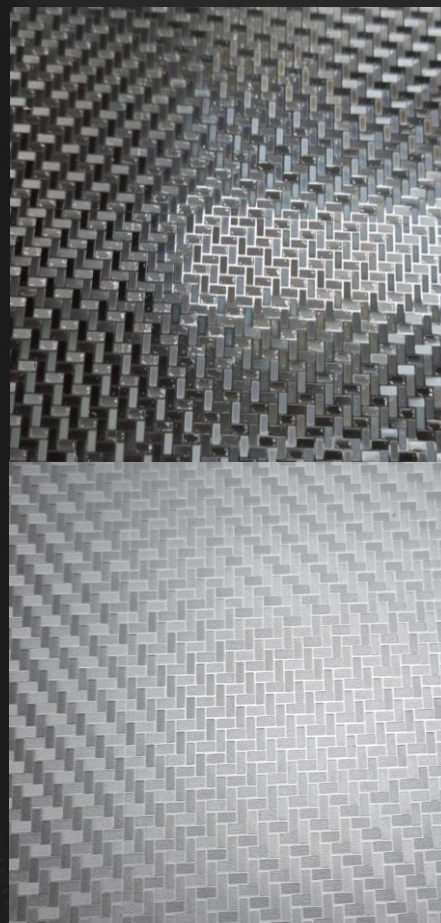
# Unrivalled Premium PPF Products

Industry First



Camouflage

Metal Carbon



Brush Metal

Forged



## Features |

Heat Rejection  
Performance

Cooling  
Efficiency

Privacy

Glare  
Reduction

UV Protection

Safety First

ULTIMATE HEAT REJECTION

### NEX

Graphene Cooling Tech

97% IRR 64% TSER 99% UVR

VLT 05  
VLT 15  
VLT 35  
VLT 45  
VLT 70  
VLT 85

PREMIUM LINE UP

### VISION 70S

Multi-Layer Performance

96% IRR 56% TSER 99% UVR

VLT 70

### SMART

Advanced Nano-Ceramic

90% IRR 59% TSER 99% UVR

VLT 05  
VLT 15  
VLT 45  
VLT 70

### ACTION

Premium Nano-Carbon

69% IRR 54% TSER 99% UVR

VLT 05  
VLT 15  
VLT 20  
VLT 35  
VLT 50  
VLT 80

### ACTION Safety

Premium Nano-Carbon

69% IRR 55% TSER 99% UVR

VLT 05 4MIL  
VLT 20 4MIL  
VLT 35 4MIL  
VLT 50 4MIL  
VLT 05 8MIL  
VLT 20 8MIL  
VLT 35 8MIL

### ICY

High-Performance Film

42% IRR 44% TSER 99% UVR

VLT 05  
VLT 15  
VLT 20  
VLT 35  
VLT 50

# Window Tint





Introducing DYNOflex

# Windshield Protection

Reinventing windshield films

No more heat guns. Easier applications. More installations.

Windshield

Features |

Superior  
Protection

Shock  
Absorption

Extreme  
Durability

Superb  
UV Protection

Weatherproof  
Resistance

Crack-free  
Protection





Care Care



Features |

Premium  
Coating

Stain Resistant

Preserves  
Color

Preserves  
Gloss

Hydrophobic

Self-cleaning





MORE INSTALLATIONS, MORE SALES

# Grow Your Business

**Become an Authorized  
STEK Installer Today**

Leverage winning business opportunities with STEK. Focus on more installations. Get all the tools and training you need to start. Get support from the STEKSHIELD community.

# Customer Service & Experience

Stage 2 – Focusing on value creation

PREMIUM STEK EXPERIENCE

# Creating Customer Value

Understand and connect with customers

1

## Product Sales

Focusing on more sales,  
competitive products

**BEFORE**

2

## Customer Service & Experience

Focusing on value creation,  
premium experience

**AFTER**





# STEKSHIELD

## DIGITAL EXPERIENCE PLATFORM

STEKSHIELD is here to help your business grow with STEK. STEKSHIELD is a digital experience platform for our partners that aims to help our customers succeed, provide a better customer experience and the best customer service with the most innovative products and support.

### Learn How to Become an Authorized STEK Installer

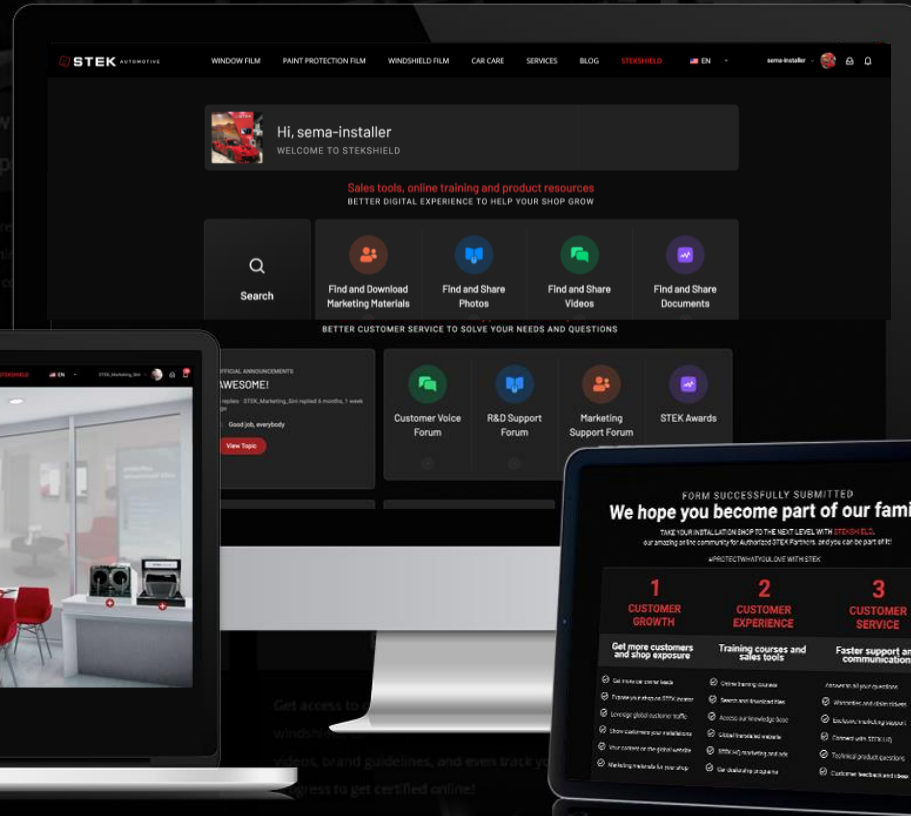
Take your business to the next level with our world-class protective film solutions. Join our journey to expand beyond automotive film market to new industrial applications.

### Follow STEK Brand Manual To Grow Your Business

Get access to our brand manual that is updated every year. Easily emulate your offline stores with our marketing material resources, sales tools, and concept store designs.

### Learn How to Grow Your Dealership

We will train and share methods to approach. You can easily access the progress.



### Get World-Class DYNO Products & Services

Get access to our signature world-class DYNO products available in many sizes. Don't just take our word for it. Check real social proof of happy customers on our website.

### Get Customer Leads from Directly to Your Shop

You can get customer leads directly to your mailbox from our global website. We will send all online customer inquiries in your region directly to you.

### Utilize Amazing Installer Locator for Car Owners

Our cutting-edge global installer locator will help car owners find your shop easily. All you have to do is edit your installer profile that takes less than a minute.

### Get Customer Leads from Directly to Your Shop

You can get customer leads directly to your mailbox from our global website. We will send all online customer inquiries in your region directly to you.

### Utilize Amazing Installer Locator for Car Owners

Our cutting-edge global installer locator will help car owners find your shop easily. All you have to do is edit your installer profile that takes less than a minute.



### Leverage Top Search Engine Results & Optimization

We focus on digital with customer experience in mind as the top priority. STEK DXP aims to provide the highest quality search engine optimization, easy navigation, and a fast web experience.

### Utilize Globally Translated Website for Customers

With an easy customer experience in mind, our global website automatically detects and translates the website based on your customer's region and language.

### Join the #STEKRevolution #ProtectWhatYouLove

Together we are protecting more than just cars. We protect close friends and families, help partners protect their business and their passion for the industry, and ultimately the STEK brand altogether.

ANY PARTNER CAN JOIN STEKSHIELD

# Benefits of STEKSHIELD

STEKSHIELD helps our partners **get more customers, get better customer experience and customer service**. STEK's new global website and STEKSHIELD will help our partners generate more customer leads and send more car owners to offline installer stores. STEKSHIELD also provides a new series of online training programs, marketing materials, knowledge base, sales tools, and a **plethora of other resources you can access on-demand**.



SOLVING OUR CUSTOMER NEEDS DIGITALLY

# Digital Tools to Help You Grow



## Customer Growth

Get more customers and shop exposure

Get Customer Leads Sent Directly to Your Shop



## Customer Experience

Access training courses and marketing materials

Join STEKSHIELD Online Community & Support



## Customer Service

Faster support and communication

Never Ending Passion for Protective Films



CUSTOMER BENEFITS

# STEKSHIELD

## Features

Get **premium benefits** by signing up on STEKSHIELD. Expose your shop through our global website and locator. Send out customized email templates to your customers with your logo according to your customers' car brands. Get new customer leads and alerts directly on your phone. And there are still so **many more features just by joining the community**.

All STEK partners are welcome on board. Without our end customers, we would not be standing here today. We, as **one brand, stand together with one voice**; ultimately, to serve and satisfy our end customers with the most innovative and unique product in the market so that their car can look beautiful and protected like new every day.

CUSTOMER GROWTH	CUSTOMER EXPERIENCE	CUSTOMER SERVICE
Get car owner leads	STEK locator exposure	Customer email templates
Online shop profile	Manage shop activity	Distributor support
Lead generation	Access community	Official STEK news
Manage lead status	Training courses	Open customer voice
SMS notifications	Marketing materials	Marketing support
Global website	Brand manuals	R&D Updates
Social media exposure	Product resources	FAQs
Blog posts	Media and documents	STEK Awards
Get installer leads	Manage community	Headquarter support
Grow community	Share events	Submit tickets
Get customized emails	Find services near me	Contact service shop
Premium STEK experience	Reserve service time	Rate shop experience

INSTALLERS

INSTALLERS + DISTRIBUTORS

DISTRIBUTORS CAR OWNERS

“

## I'm now selling 20 rolls a month.

My business has grown since I've been working with STEK. I have worked with various other companies such as XPEL, SunTek, and Hexis and I ended up choosing STEK. I used to sell five rolls a month in 2016. I'm now selling 20 rolls a month. I'm saving much time for installation due to the stretchiness, adhesive, and solution STEK's offering. Also, the pricing in our market gives me an excellent opportunity to upsell and cross-sell.



**AeroWerkZ**



**Installer  
Testimonials**





“

**The optical clarity is much higher than what I've seen on the other PPFs**

The good thing with STEK is the optical clarity is much higher than what I've seen on the other paint protection films that I've used. I could physically see a difference in the clarity before I even put it on the car. Another added benefit is you can put this film on and then you automatically have a super hydrophobic top that makes the car not only look great but super easy to maintain.



**New Image Auto Detailing**


REAL CUSTOMER FEEDBACK

# Installer Testimonials




REAL CUSTOMER FEEDBACK


# Social Media Testimonials


 **Stek vs. Xpel**  
August 9 at 10:25 PM · 🌐


Who prefers which and why?  
Also, who offers the best training?


👍  and 20 others · 113 Comments


👍 Like · 💬 Comment


 **Stek over xpel.** Only gripe with filmwraps is that you can't extend the screen where the pattern is.  
👍 Like · Reply · 2d

👉  replied · 7 Replies

 Both good brands. Can't speak on either for training as I went Suntek originally (wouldn't do that again).  
Xpel has DAP, which everyone knows is awesome. Stek (to my knowledge) doesn't have their own design software.  
Xpel has aggressive adhesive, Stek doesn't have as aggressive adhesive. Both can be good things, so that's tough.  
Stek has amazing customer service. I feel they are still small enough in US that they respond quickly and take care of their clients. Xpel phone service is great from my experience, but reps can slip on service or picture more on numbers than your actual shop and you (again, personal experiences and I'm sure it varies)  
Either way, you'll be happy. Both great brands and both will grow your business  
👍 Like · Reply · 2d

 I've used stek a little bit and found it very nice to work with but I found Xpel to hold up a bit better in our cold winters.  
👍 Like · Reply · 2d

 Get a sample of both film and test them out. I would get a sample of others as well.  
👍 Like · Reply · 2d

 Have very little to no experience with Xpel. Few little jobs.  
STEK I love. It's my main film.  
Clarify is the best I've seen, Customer service top notch, Tech help is always there.  
👍 Like · Reply · 2d

 STEK training = )

 If you ever land a big client, xpel will swoop in and send their installers and steal the job from you. 🙌 xpel.  
👍 Like · Reply · 2d

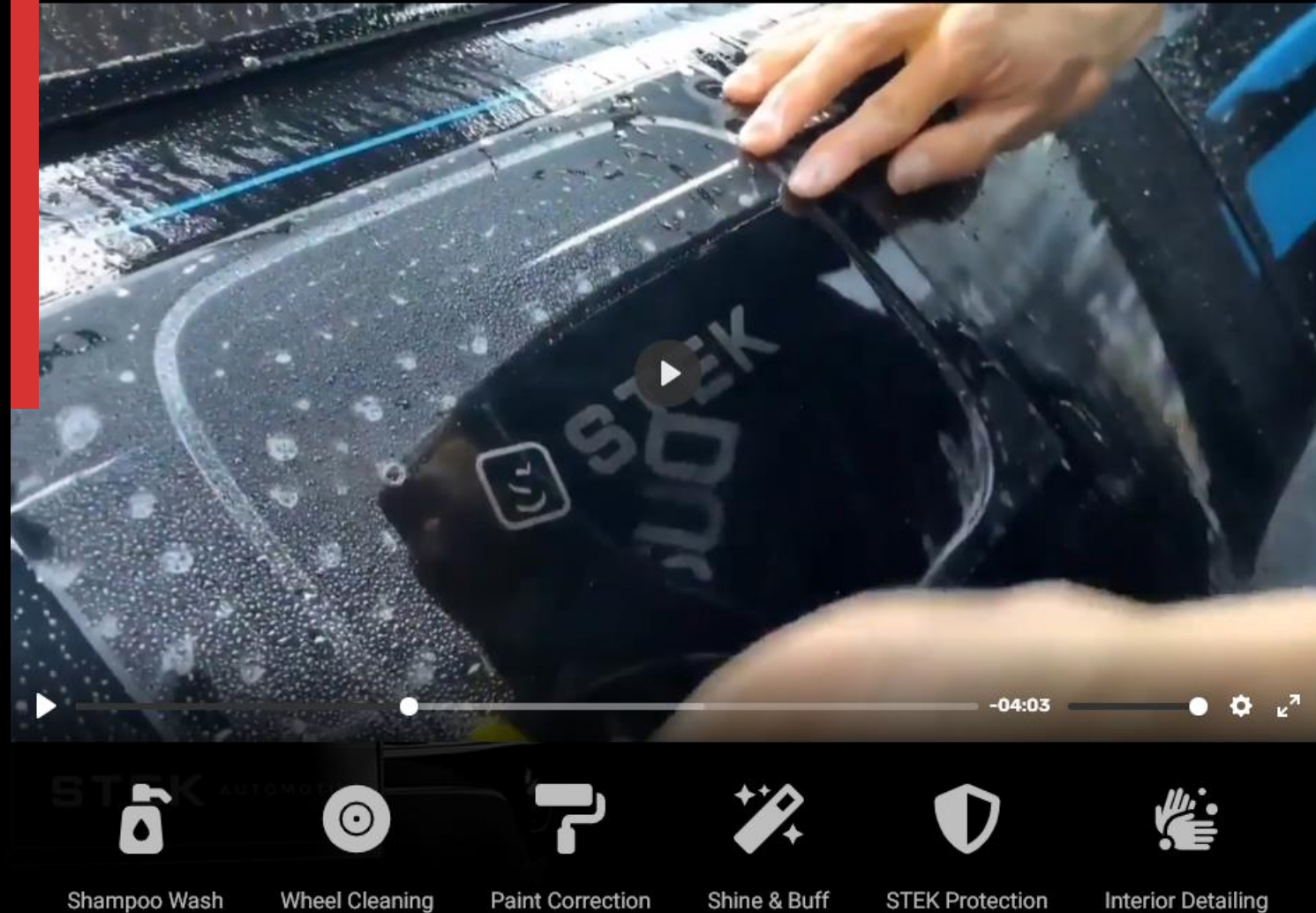
 **Author**  
Thanks everyone for your answers. I'm a wrap installer— hoping the transition won't be too difficult.  
👍 Like · Reply · 1d

 I would say try them yourself, it may fits me but it may not fits you  
I'm good with STEK for years and Vin Mutuc is good with Xpel for years, but yet we still good friends  
There is no absolute answers , someone like taking everything apart to wrap edges, someone like to keep everything original  
You should base on your shop direction and go from there  
There are enough posts here talk abt their experiences, you can do some digging in the search bar , or join the xpel , STEK installers groups too  
And yet STEK lead me into nowadays , and same as Xpel with other guys , so ya, there is no right or wrong , but if u ask me I like DYNOSHIELD better , pic for reference  
DYNOSHIELD and DYNOMATTE and DYNOflex

FIRST PRIORITY

# Customer Satisfaction

STEK does not only focus on providing the **best protective films for our customers**. We focus on the best customer service and experience. Every STEK provider should **deliver the same premium total car care services** for our car owners. A premium car care service includes a clean car wash, wheel cleaning, paint correction, exterior detailing, film protection, and interior detailing. Our service makes sure our end **customers receive the best quality results**; stunning, high-gloss, or beautiful matte looks that last long and strong.





# Premium Customer Service

One Brand. One Voice. One Experience.



## Distributors

Better product & experience

Fast customer service & support



## Installers

More sales and customers

Focus on more installations



## Car Owners

Customer satisfaction

Protect valuable asset

# Total Care Service

## Preparing your shop for new opportunities

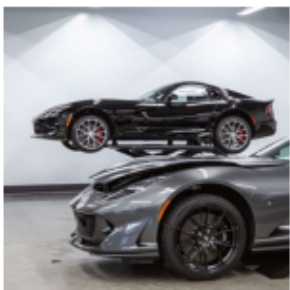
Grow with STEK. STEK and all growing partners should have the goal of becoming a premium shop in the future.

**We must continue growing our businesses even bigger** by enhancing customer service and customer experience, not just focusing on selling products. STEK will help all partners grow and grow together. STEK will create more business opportunities through new business expansions and advancements in the service industry. Our partners must be prepared for this. **STEK Premium Shops are the beginning.**





## METROPOLITAN DETAIL



active 4 hours, 23 minutes ago

📍 8539 152nd Ave NE, Redmond, WA 98052, USA



**MetropolitanDetail**

posted an update

4 hours, 41 minutes ago

Metropolitan Minute extended

In this Metropolitan Minute we're PPF heavy. We have a Tesla Plaid wrapped in Nardo Gray STEK PPF, a patina'd 911 getting DYNOblock on it's front end, and a Mamba Green Macan recieving DYNOblock along some other cool cars getting work done as well.

Check out the latest glimpse inside the world of Metropolitan... [Read more](#)



# Premium Shop

Connecting more customers  
Connecting new businesses

# Corporate Vision

Stage 3 – Focusing on creating meaningfulness





WELCOME TO STEK

## Introducing **STEK Automotive**

STEK supplies protective film solutions to over 80 countries worldwide. We **aim to provide the most innovative products and the most premium total car care services** to all the customers around the world.

We first introduced paint protection and window films in the USA in 2016 and now have a network of over 6,000 installers worldwide. We protect more than 150 cars every day so that car owners can protect their valuable assets and keep their vehicles looking new every day.

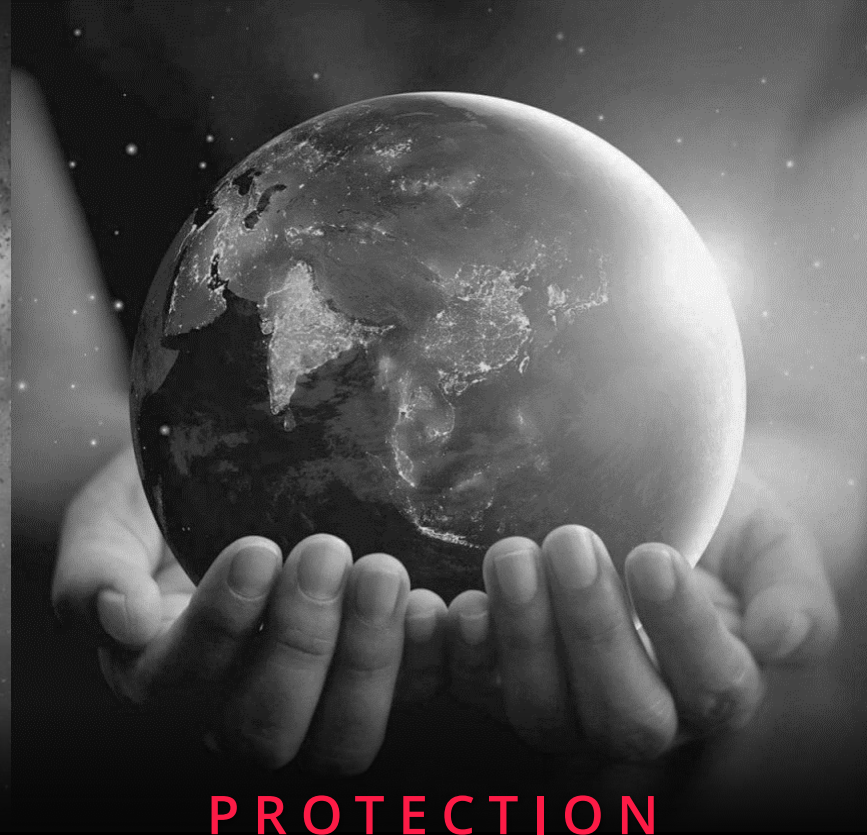
At STEK, **innovation, creation, and protection are our core values.** We always aim to go further. Under STEK technology and innovative spirit, we continually challenge to maximize film performance.



INNOVATION



CREATION



PROTECTION

PIONEERS OF PROTECTION

# Core Values

With our innovative film technology, we will expand industries beyond automotive. We will target large landmarks around the world with our revolutionary architectural films. And yet, we won't stop there.

**We will never stop challenging and innovating.**

We will be the pioneer **to provide the best protective film solutions to the world.**

Our mission is to help our customers' businesses thrive and grow. We do that by **continually identifying customer needs and improving our services** to provide the most **innovative protection solutions and extraordinary experiences** to our customers.



NEVER STOP INNOVATING SO THAT  
YOU CAN PROTECT WHAT YOU LOVE

# Company Philosophy

STEK provides protection solutions for customers around the globe. Under the mission of **protecting what you love**, we hope that our technology will contribute to a sustainable future. Together we are protecting more than just cars. We protect our customers' investments. We protect our passions for the industry. We protect the environment. We protect our friends and families. We protect and grow our businesses. **Together, we protect the STEK brand.**

  
STEK



Paint Protection

STEK  
**No.1**prot



SUSTAINABLE FUTURE

# Company Commitment

STEK will continue to advance new materials for energy-saving that innovatively improve the environmental problems that occur in the automotive painting processes.

**STEK aims to reduce carbon emissions in each stage of the product cycle** from raw material purchase, development, production process, customer use, and operation to create an exemplary standard for environmental issues.

We will continue to offer protection solutions that enhance the quality of life from Covid-19 through developing anti-bacterial protective films. STEK is engaged in various social contribution activities as a member of the global civil society. We donated protective equipment to Uzbekistan International Children's Hospital, UAE Paralympic Association, Seoul National University Hospital, and nine other communities. **STEK will continue to contribute to society for a secure future and community.**



PROTECTING OUR PLANET

# Participating in the World's Transition to EV

## Reducing the carbon footprint with innovation

At STEK, we care about protecting our planet. Our color and pattern protective film manufacturing processes emit up to **60 times less CO2** compared to traditional manufacturing processes.



STEK SERVICES IN THE FUTURE

# Mobility and Services

## Total care services and protection maintenance

STEK is building a network in **which everyone can get STEK services in the future of the smart mobility world**. With autonomous vehicle-based transportation services playing an essential role in developing people-centered cities, we will use data and innovative technologies to create new and innovative customer experiences. We will never stop challenging and innovating to **provide safe and quality protective solutions for customers** around the globe.





# STEK Strategy 2025



1

**Product  
Sales**

Focusing on more sales,  
competitive products

2

**Customer Service  
& Experience**

Focusing on value creation,  
premium experience

3

**Corporate  
Vision**

Focusing on creating  
meaningfulness

# Grow Together With STEK

Reaching Beyond to Protect More

THANK YOU, STEK USA.

**70+**

DISTRIBUTORS WORLDWIDE

**6000+**

INSTALLERS WORLDWIDE

**150+**

CARS PROTECTED EVERY DAY

**6x**

EARTH WRAPPED EVERY YEAR

**60x**

LESS CO2 EMISSION VS PAINT