



THE JOINT[®] chiropractic

THE JOINT CORP. | NASDAQ: JYNT | thejoint.com

Expansion Strategy and Vision
Peter Holt, President and CEO

Safe Harbor Statement

Certain statements contained in this presentation are "forward-looking statements." We have tried to identify these forward-looking statements by using words such as "may," "might," "will," "expect," "anticipate," "believe," "could," "intend," "plan," "estimate," "should," "if," "project," and similar expressions. All statements other than statements of historical facts contained in this presentation, including statements regarding our growth strategies, our vision, future operations, future financial position, future revenue, projected costs, prospects, plans, objectives of management and expected market growth and potential are forward-looking statements. We have based these forward-looking statements on our current expectations and projections about future events. However, these forward-looking statements are subject to risks, uncertainties, assumptions and other factors that may cause our actual results, performance or achievements to be materially different from our expectations and projections. Some of these risks, uncertainties and other factors are set forth in this presentation and in other documents we file with the United States Securities and Exchange Commission (the "SEC").

Given these risks and uncertainties, readers are cautioned not to place undue reliance on our forward-looking statements. Projections and other forward-looking statements included in this presentation have been prepared based on assumptions, which we believe to be reasonable, but not in accordance with U.S. Generally Accepted Accounting Principals ("GAAP") or any guidelines of the SEC. Actual results may vary, perhaps materially. You are strongly cautioned not to place undue reliance on such projections and other forward-looking statements. All subsequent written and oral forward-looking statements attributable to us or to persons acting on our behalf are expressly qualified in their entirety by these cautionary statements. Except as required by federal securities laws, we disclaim any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Any such forward-looking statements, whether made in this presentation or elsewhere, should be considered in the context of the various disclosures made by us about our businesses including, without limitation, the risk factors discussed above.

In addition to results presented in accordance with U.S. GAAP, this presentation includes a presentation of EBITDA and Adjusted EBITDA, which are non-GAAP financial measures. EBITDA and Adjusted EBITDA are presented because they are important measures used by management to assess financial performance, as management believes they provide a more transparent view of the Company's underlying operating performance and operating trends. Reconciliations of net loss to EBITDA and Adjusted EBITDA are presented where applicable. We define EBITDA as net income (loss) before net interest, taxes, depreciation and amortization expenses. We define Adjusted EBITDA as EBITDA before acquisition-related expenses, bargain purchase gain, loss on disposition or impairment, and stock-based compensation expenses.

EBITDA and Adjusted EBITDA do not represent and should not be considered alternatives to net income or cash flows from operations, as determined by GAAP. While EBITDA and Adjusted EBITDA are frequently used as measures of financial performance and the ability to meet debt service requirements, they are not necessarily comparable to other similarly titled captions of other companies due to potential inconsistencies in the methods of calculation. EBITDA and Adjusted EBITDA should be reviewed in conjunction with our financial statements filed with the SEC.

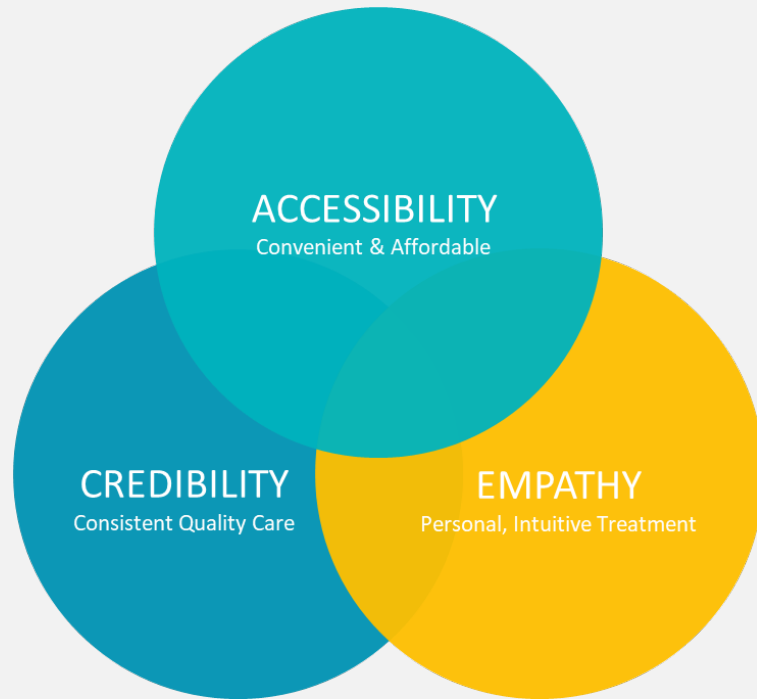
This Presentation Does Not Constitute the Sale of a Franchise

This presentation is not intended as an offer to sell, or the solicitation of an offer to buy, a The Joint Chiropractic® franchise. This presentation shall not be supplementary, applicable, or transferable to any consideration of, or activities relating to, the sale of a The Joint Chiropractic franchise; which sale may only be transacted following the formal delivery and receipt of a Franchise Disclosure Document and the information included therein. There are approximately 14 US states that regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of one of these states, and are receiving this message in one of these states in person or electronically, or if you may consider or intend to operate a franchise in any of these states, we will not offer you a franchise unless and until we have complied with any applicable presale registration, filing and/or disclosure requirements in the applicable jurisdiction(s).

Business Structure

The Joint Corp. is a franchisor of clinics and an operator of clinics in certain states. In Arkansas, California, Colorado, District of Columbia, Florida, Illinois, Kansas, Kentucky, Maryland, Massachusetts, Michigan, Minnesota, New Jersey, New York, North Carolina, Oregon, Pennsylvania, Rhode Island, South Dakota, Tennessee, Washington, West Virginia and Wyoming, The Joint Corp. and its franchisees provide management services to affiliated professional chiropractic practices.

Analysts & Investors Day



Live a Better You

- Our Mission, Vision and Values
- The Market Opportunity
- Our Path to 1700 Clinics

Our mission is to improve
quality of life through routine
and affordable chiropractic care.

Our Vision

- To be the **premier provider** of chiropractic care in wellness and health plans
- To **double our footprint** through corporate and franchise strategy
- To be the **career path of choice** for chiropractors
- To build a **world-class** organization culture
- To foster a **robust** Regional Developer community
- To build and maintain a **world-class** IT platform

Our Values

Trust: We believe in the reliability, truth and ability of others

Integrity: We adhere to moral and ethical principles

Excellence: We drive a continuous pursuit of optimal levels of performance

Respect: We appreciate the intrinsic value of each individual

Accountability: We hold ourselves and others responsible

Opioid Epidemic Continues

**More than
130 people
die every day**

in the United States after
overdosing on opioids¹

**Almost
58 opioid
prescriptions**

are written for every 100 Americans in 2017,
according to the CDC

**1 in 5
Americans**

will be prescribed opioids
at some point in their lives.

**30% opioid
overdose
increase**

from July 2016 through September 2017
in 52 areas in 45 states.²

1. CDC/NCHS, National Vital Statistics System, Mortality. CDC WONDER, Atlanta, GA: US Department of Health and Human Services, CDC; 2018. <https://wonder.cdc.gov>.

2 Vivolo-Kantor, AM, Seth, P, Gladden, RM, et al. *Vital Signs: Trends in Emergency Department Visits for Suspected Opioid Overdoses--United States, July 2016-September 2017*. Centers for Disease Control and Prevention

Upside For Future Growth



50%

of Americans don't know
what the word
"chiropractic" means

30%

understand chiropractic
but are scared

16%

saw a chiropractor
in the last 12 months

Target Audience: Relief Seekers

What Holds Them Back?

- Lack of time/money
- Fear or misunderstanding about chiropractic
- Lack of familiarity or trust in The Joint

What Moves Them Forward?

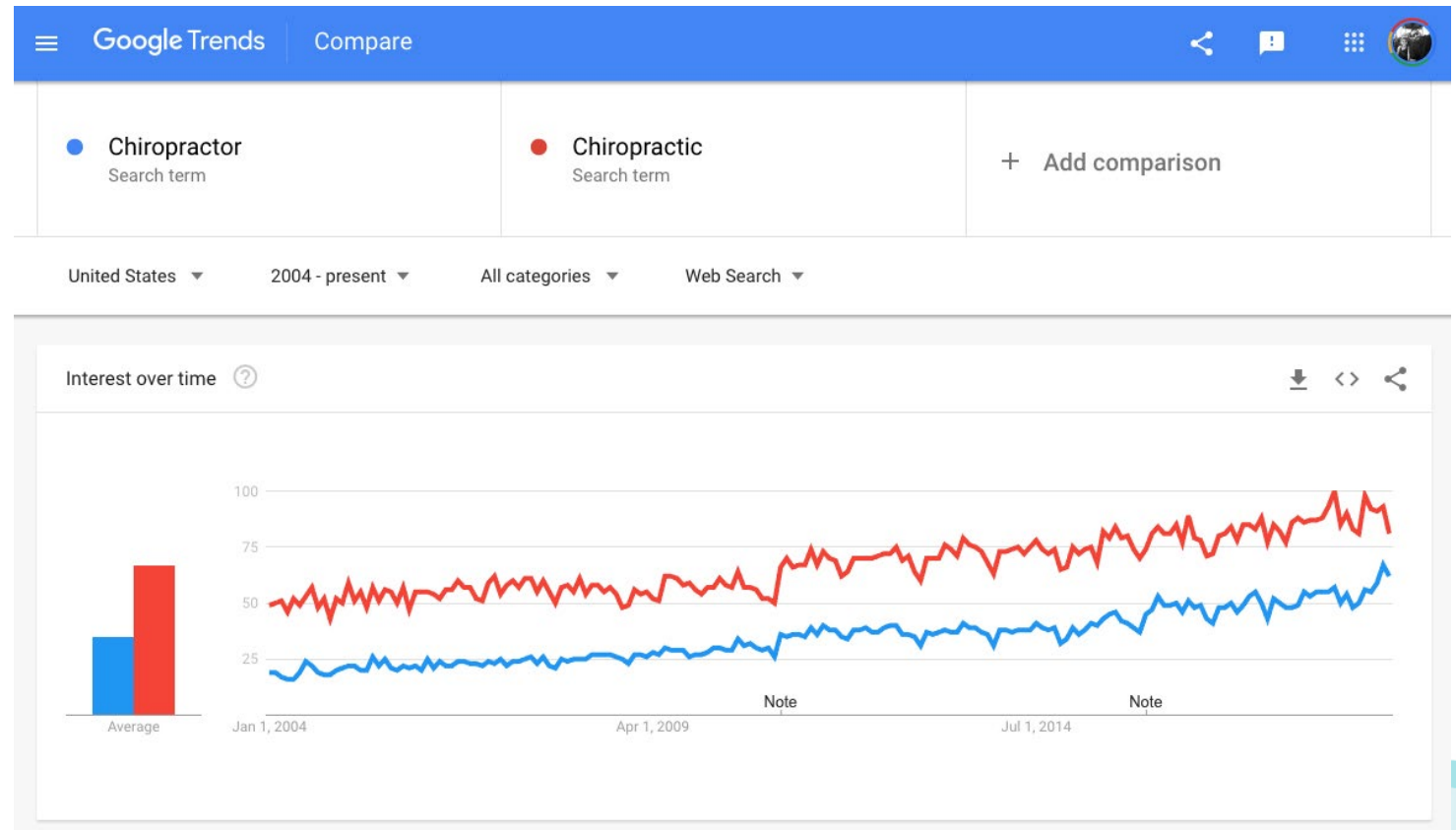
- Breaking point with pain
- Referrals and/or believable testimonials
- Education and comfort with chiropractic



The Chiropractic Market ...

Large & Highly Fragmented

- \$90B spent on back pain each year¹
- \$15B growing chiropractic market²
- 62M Americans saw a chiropractor in last 5 yrs., 35.5M in last 12 mos.³
- ~80% of those surveyed want a non-pharmacologic approach to physical pain⁴
- 55% reduction in the likelihood of people filling prescriptions for opioids in those who received chiropractic care⁵



¹ Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2016-17 Edition | ² IBIS World Chiropractors Market Research Report; February 2019 | ³ Gallup-Palmer College of Chiropractic Report 2016 | ⁴ Noninvasive Treatments for Acute, Subacute, and Chronic Low Back Pain. Ann Intern Med. [Epub ahead of print 14 February 2017] doi: 10.7326/P17-9032 | ⁵ Association between Utilization of Chiropractic Services and Use of Prescription Opioids Among Patients with Low Back Pain

Our Path to 1700 Clinics

454 Clinics

(At March 31, 2019)

404 Clinics

50 Corporate

Continue to experience
unusually low closure
clinic rates of less than 1%

Strong Leadership Team in Place



Peter D. Holt	Jake Singleton	Jorge Armenteros	Jason Greenwood	Amy Karroum	Eric Simon	Manjula Sriram	Dr. Steve Knauf
<i>President & CEO</i>	<i>CFO</i>	<i>VP, Operations</i>	<i>VP, Marketing</i>	<i>VP, HR</i>	<i>VP, Franchise Sales</i>	<i>VP, IT</i>	<i>Director of Chiropractic & Compliance</i>
Tasti D-Lite	EY	Mc Donald's	Peter Piper Pizza	Thermo Fluids	Aamco	Vail/ Versay	Arizona State Board of Chiropractic
Planet Smoothie	American Institute of CPAs	Dunkin' Donuts	Robeks Juice	Taylor Morrison	Mail Boxes Etc.		Northwestern Health Sciences University
Mail Boxes Etc.		Baskin Robbins	Young & Rubicam Group	Foundation for Senior Living	UPS Store	Early Warning	International Chiropractors Association
The UPS Store		Pollo Campero		Pulte Homes	Extreme Pita	Walgreens	American Chiropractic Association
I Can't Believe It's Yogurt						United Airlines	Health Care Compliance Association
						US Foods	