

The Joint Corp. | NASDAQ: JYNT | [thejoint.com](https://thejoint.com)

# Q2 2023

## Operating Highlights

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As of June 30, 2023 | Reported on August 10, 2023

**THE JOINT**  
chiropractic



# Safe Harbor Statements

Certain statements contained in this presentation are "forward-looking statements" about future events and expectations. Forward-looking statements are based on our beliefs, assumptions and expectations of industry trends, our future financial and operating performance and our growth plans, taking into account the information currently available to us. These statements are not statements of historical fact. Forward-looking statements involve risks and uncertainties that may cause our actual results to differ materially from the expectations of future results we express or imply in any forward-looking statements, and you should not place undue reliance on such statements. Factors that could contribute to these differences include, our inability to identify and recruit enough qualified chiropractors and other personnel to staff our clinics, due in part to the nationwide labor shortage, and an increase in operating expenses due to measures we may need to take to address such shortage, inflation, exacerbated by COVID-19 and the current war in Ukraine, which has increased our costs and which could otherwise negatively impact our business, the potential for further disruption to our operations and the unpredictable impact on our business of the COVID-19 outbreak and outbreaks of other contagious diseases, our failure to develop or acquire company-owned or managed clinics as rapidly as we intend, our failure to profitably operate company-owned or managed clinics, short-selling strategies and negative opinions posted on the internet which could drive down the market price of our common stock and result in class action lawsuits, our failure to remediate future material weaknesses in our internal control over financial reporting, which could negatively impact our ability to accurately report our financial results, prevent fraud, or maintain investor confidence, and other factors described in our filings with the SEC, including in the section entitled "Risk Factors" in our Annual Report on Form 10-K for the year ended December 31, 2022 filed with the SEC on March 10, 2023 and subsequently-filed current and quarterly reports. Words such as, "anticipates," "believes," "continues," "estimates," "expects," "goal," "objectives," "intends," "may," "opportunity," "plans," "potential," "near-term," "long-term," "projections," "assumptions," "projects," "guidance," "forecasts," "outlook," "target," "trends," "should," "could," "would," "will," and similar expressions are intended to identify such forward-looking statements. We qualify any forward-looking statements entirely by these cautionary factors. We assume no obligation to update or revise any forward-looking statements for any reason or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future. Comparisons of results for current and any prior periods are not intended to express any future trends or indications of future performance, unless expressed as such, and should only be viewed as historical data.

## 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, 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.



THE JOINT<sup>®</sup>  
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Our mission is to **improve** quality of life through **routine** and **affordable** chiropractic care.

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# Building upon Foundation for Growth

13%

Increase in system-wide sales Q2 2023 over Q2 2022<sup>1</sup>

5%

Increase in comp sales<sup>1</sup> for all clinics >13 months in operation Q2 2023 over Q2 2022<sup>2</sup>

(1)%

Decrease in comp sales<sup>1</sup> for all clinics >48 months in operation Q2 2023 over Q2 2022<sup>2</sup>



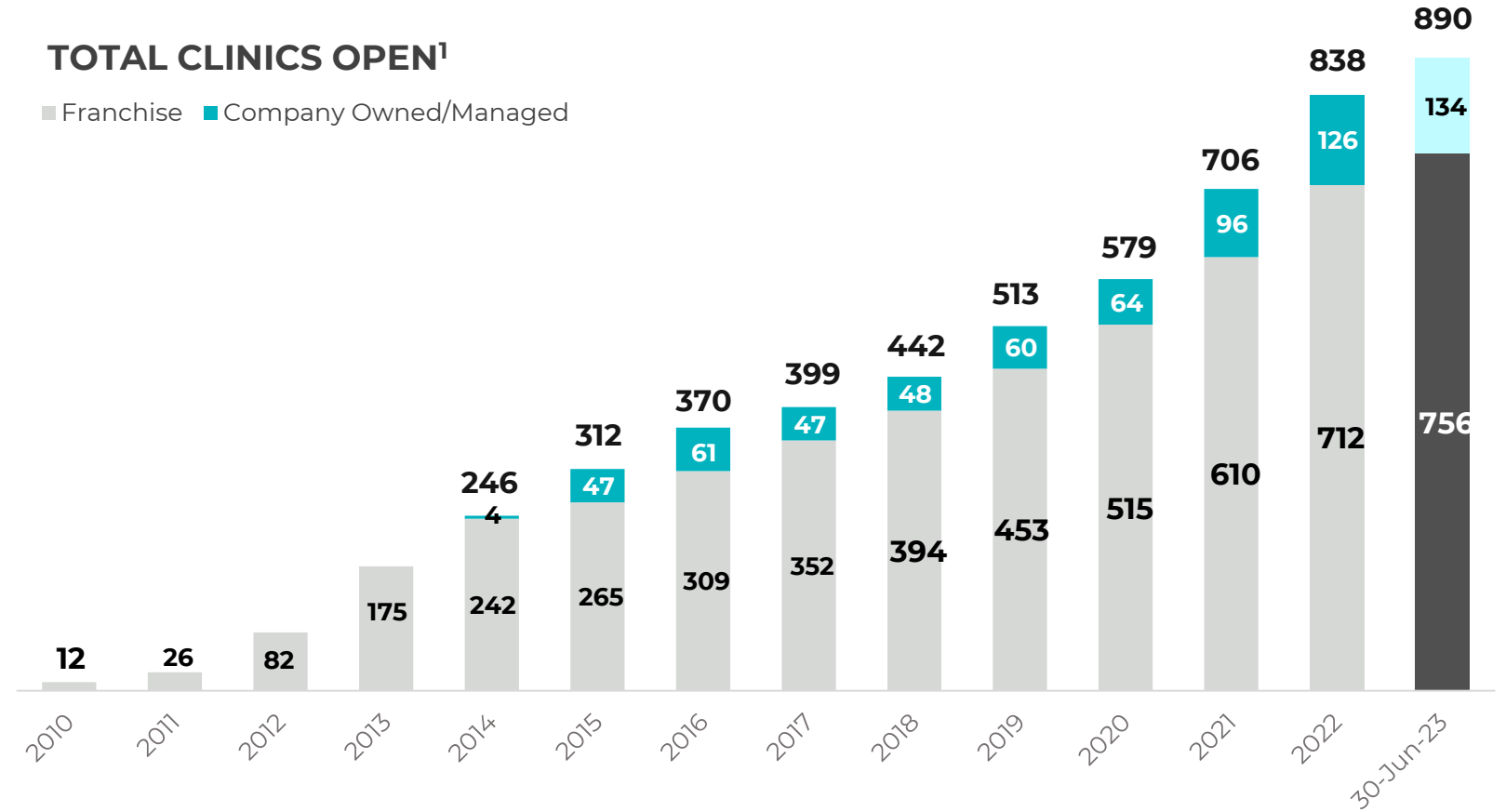
<sup>1</sup>System-wide sales include revenues at all clinics, whether operated or managed by the company or by franchisees. While franchised sales are not recorded as revenues by the company, management believes the information is important in understanding the company's financial performance, because these revenues are the basis on which the company calculates and records royalty fees and are indicative of the financial health of the franchisee base. | <sup>2</sup> Comparable sales include only the sales from clinics that have been open at least 13 or 48 full months and exclude any clinics that have permanently closed.

	Q2 2023	Q2 2022
Franchise Licenses Sold	21	24
Total New Franchised Clinics Opened	23	31
Greenfield Clinics Opened	3	3
Franchised Clinics Acquired	3	4
Clinics in Development	214	270

# 26 New Clinics in Q2 2023

## TOTAL CLINICS OPEN<sup>1</sup>

■ Franchise ■ Company Owned/Managed

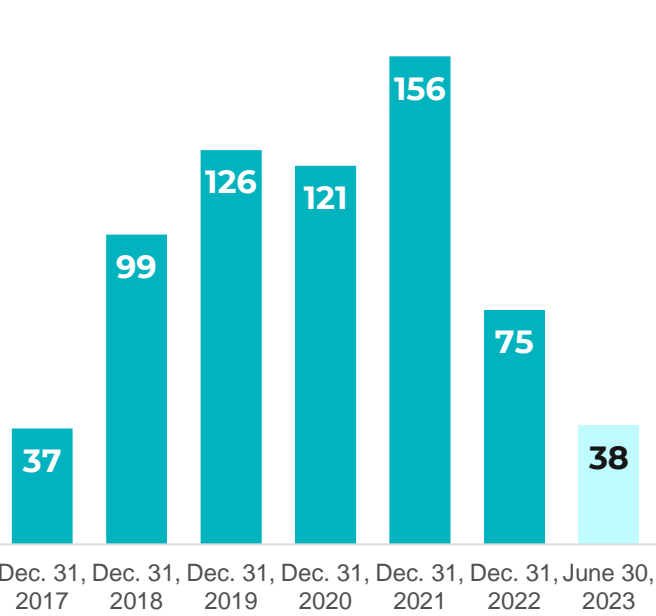


<sup>1</sup> In Q2 2023, The Joint closed four franchised clinics and two corporate-owned or managed clinics. In Q2 2022, The Joint closed one franchised clinics. The closure rate remains one of the lowest in the franchise community at less than 1 percent.

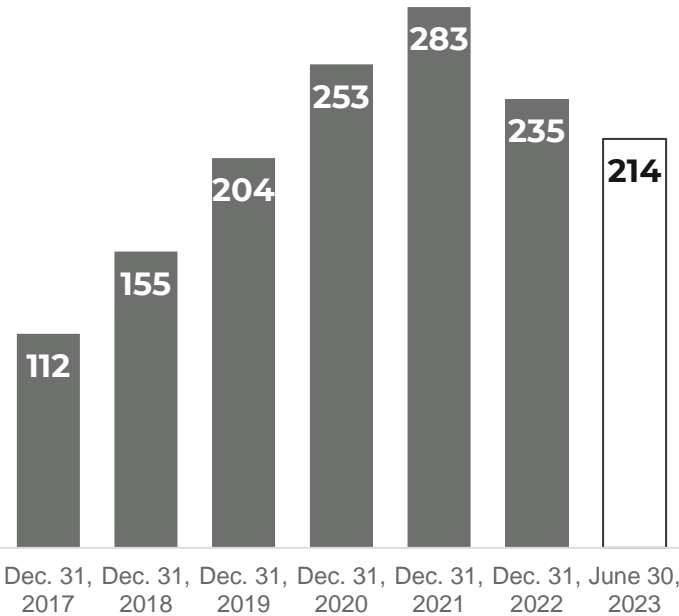


# Pipeline for Growth

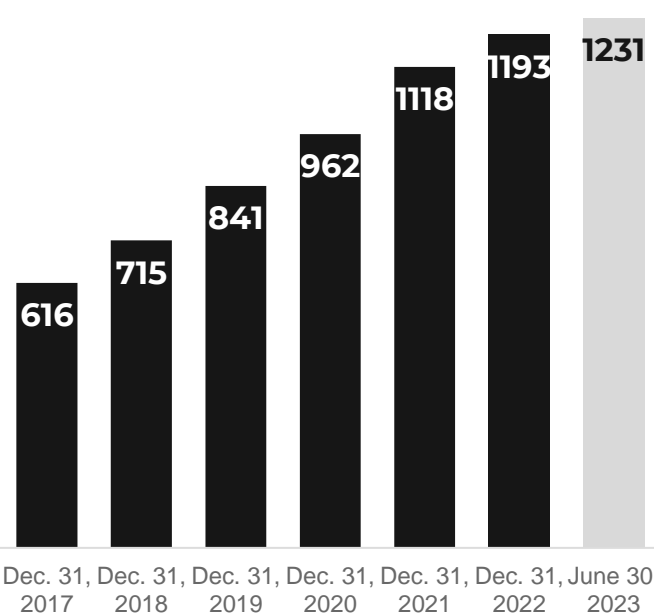
**Franchise Licenses Sold Annually**



**Clinics in Active Development<sup>1</sup>**



**Gross Cumulative Franchise Licenses Sold<sup>1</sup>**



67% sold by Regional Developers in 2022

69% of clinics supported by 18 RDs as of Dec. 31, 2022

RD territories cover 55% of Metropolitan Statistical Areas (MSAs) as of Dec. 31, 2022



<sup>1</sup>Of the 1,231 franchise licenses sold as of June 30, 2023, 214 are in active development, 756 are currently operating and the balance represents terminated/closed licenses.

# Enhancing Marketing Programs

## Automated Marketing

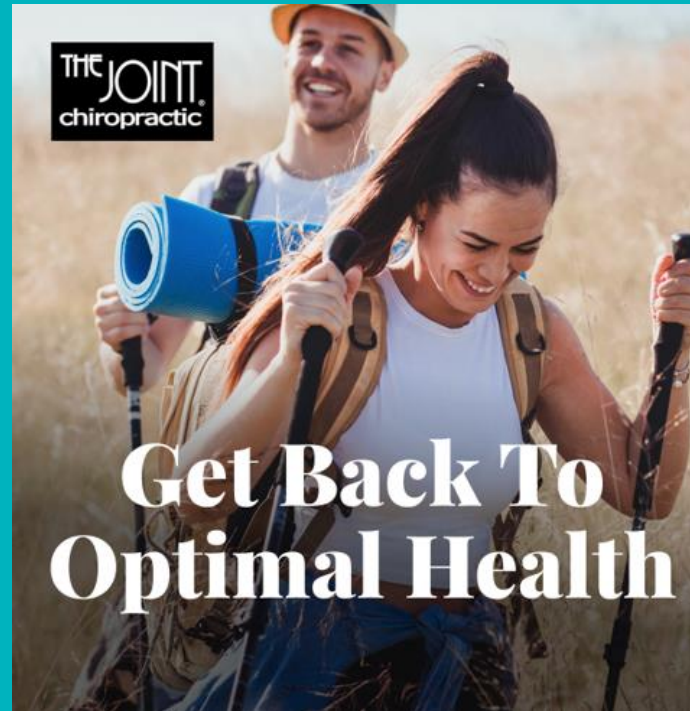
- Lead generation
- New patient onboarding
- Patient retention

## Digital Marketing

- Regional landing pages
- TikTok

## Effective Promotions

- Buy 5, Get 1 Free
- Digital Referrals

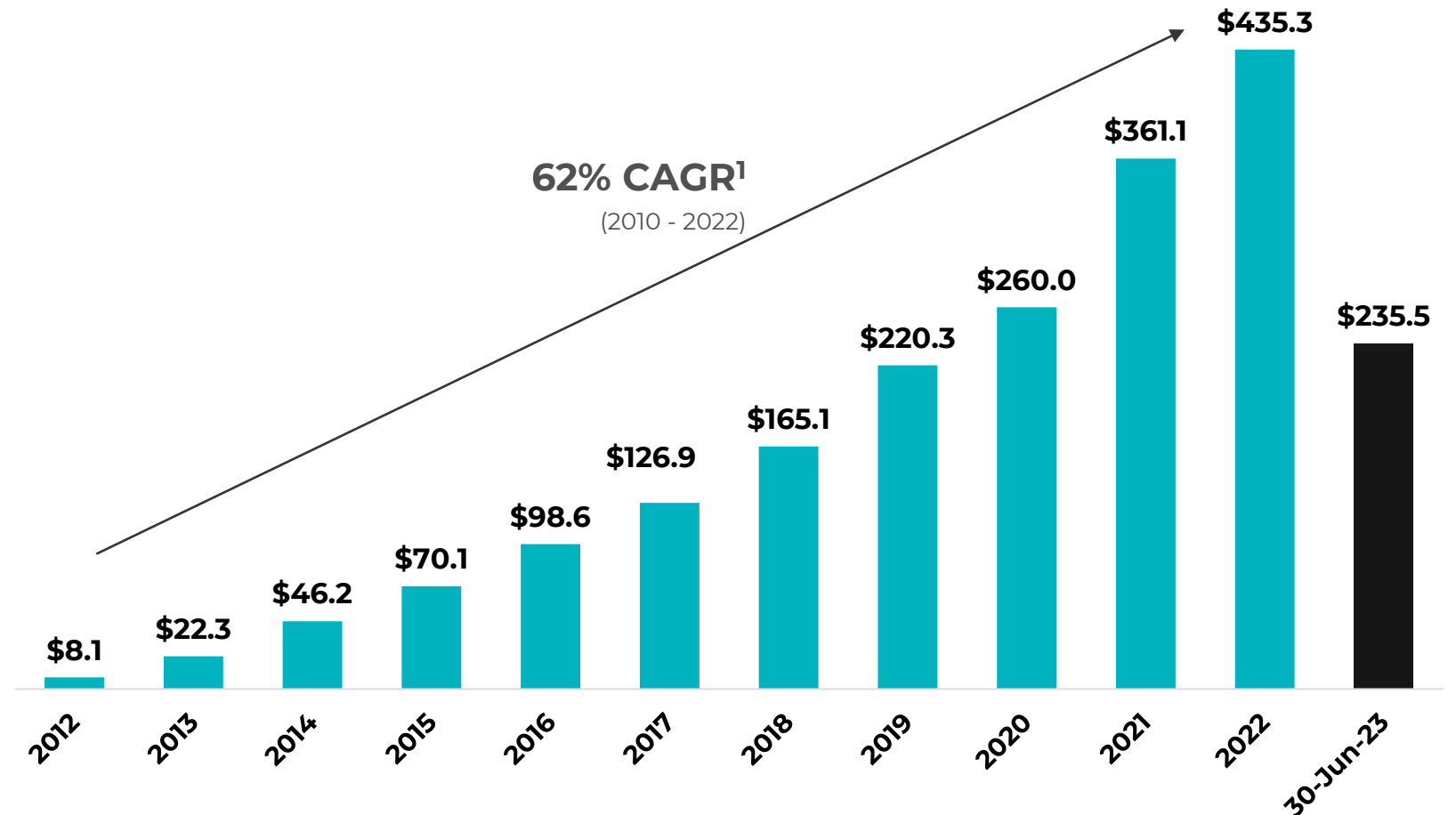


# Leading Market Growth

The Joint Corp. 12-yr. CAGR 62%<sup>1</sup> vs. Industry 5-yr. CAGR 5.1%<sup>2</sup>

## System-wide Sales

(\$ in M)



<sup>1</sup> For the period ended Dec. 31, 2022

<sup>2</sup> March 2023 Kentley Insights Chiropractic Care Market Research Report

People will continue to seek more noninvasive, holistic ways to manage their pain.

**We'll be there to treat them.**





# Driving Long-term Shareholder Value

The most powerful brand-building tool is **our storefronts.**



# Contact Information



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