



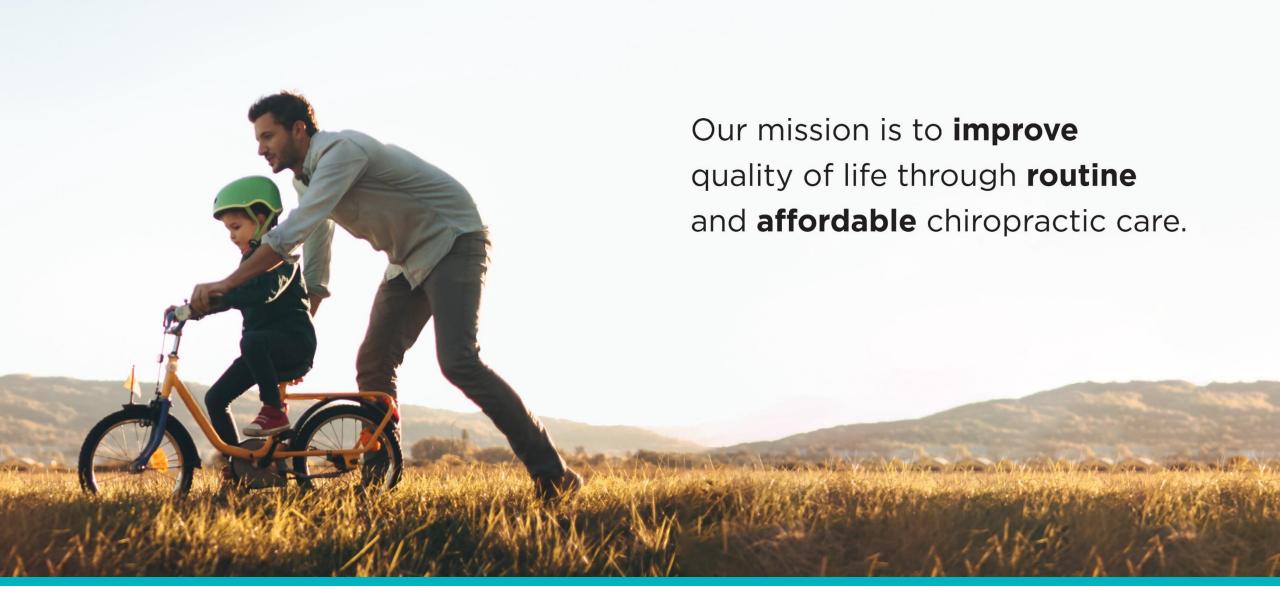
Safe Harbor Statements

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. 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. Specific forward looking statements made in this presentation include, among others our mission to improve quality of life through routine and affordable chiropractic care; our upside for future growth; our substantial opportunity for market share growth; our growing market opportunity; our refranchising strategy; our implementation of new marketing programs and other strategic goals; and 2024 guidance for system-wide sales, system-wide comp sales for all clinics open 13 months or more, and new franchised clinic openings excluding the impact of refranchised clinics; our belief that people will continue to seek more noninvasive, holistic ways to manage their pain and that we'll be there to treat them; our leading chiropractic care franchise concept. 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, but are not limited to, 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, and the current war in Ukraine, which has increased our costs and which could otherwise negatively impact our business; the potential for disruption to our operations and the unpredictable impact on our business of outbreaks of contagious diseases; 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, 2023 filed with the SEC on March 8, 2024 and subsequently-filed current and quarterly reports. 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.







Leading Chiropractic Care Franchise Concept

Large & Growing Market

\$8.5B out-of-pocket annual spend in US¹

Attractive **Asset-light** Model

\$20.5B on chiropractic 86% franchised clinics and implementing refranchising strategy

Recurring Revenue Model

85% of 2023 system-wide gross sales from monthly memberships

Premier **Nationwide** Brand

41 state presence, successful marketing coops, and largest digital footprint

Category Leader & Creator

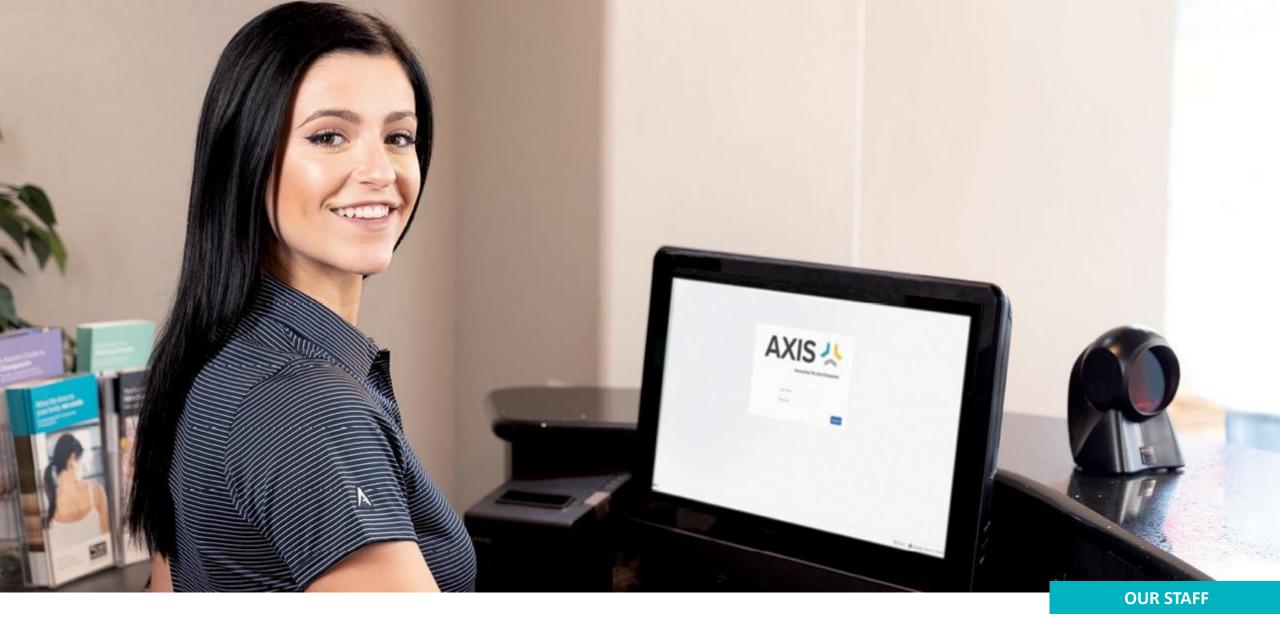
954 clinics at 3/31/24, revolutionizing access to chiropractic care since 2010







Quality, convenient, affordable chiropractic care in a retail setting





Serving patients seeking pain relief and ongoing health and wellness





Proven membership-based, walk-in, no-insurance model in an open bay setting

Strong Operational KPIs

1.7M 932K 36% 13.6M 85% unique patients new patients of new patients were new to system-wide gross sales adjustments treated in 2023 in 2023 chiropractic in 2023 ¹ from monthly in 2023 memberships in 2023 Compared to 84% in 2022 Up from 12.2M in 2022 Up from 1.6M in 2022 Compared to 845K in 2022 ~336K patients in 2023 had never been to a chiropractor before



Upside for Future Growth

\$20.5B growing chiropractic market ¹



50%

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

> Gallup-Palmer College of Chiropractic Report 2017

30%

understand chiropractic but are scared

Gallup-Palmer Co

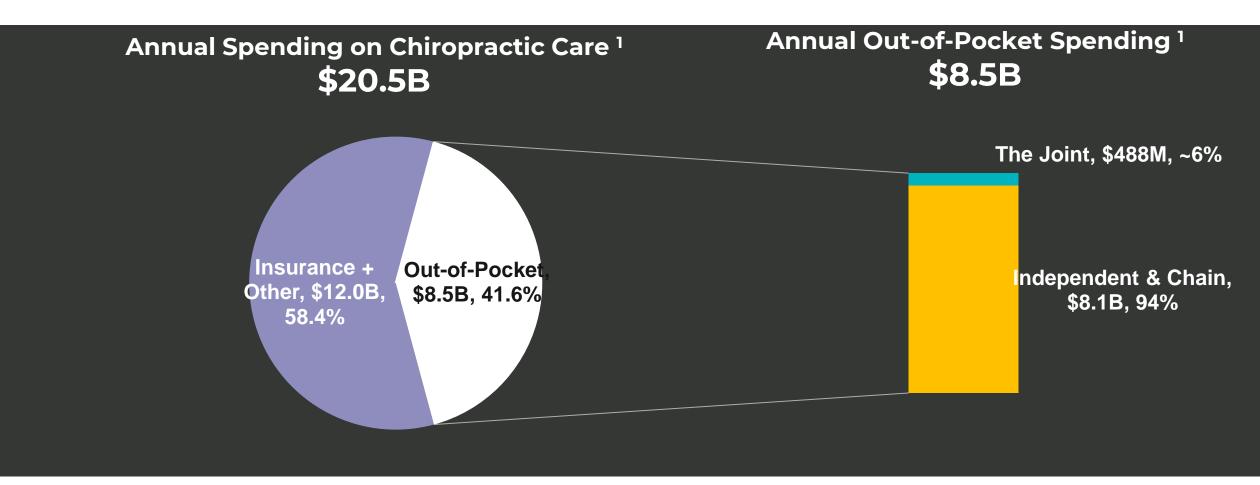
16%

saw a chiropractor

in the last 12 months



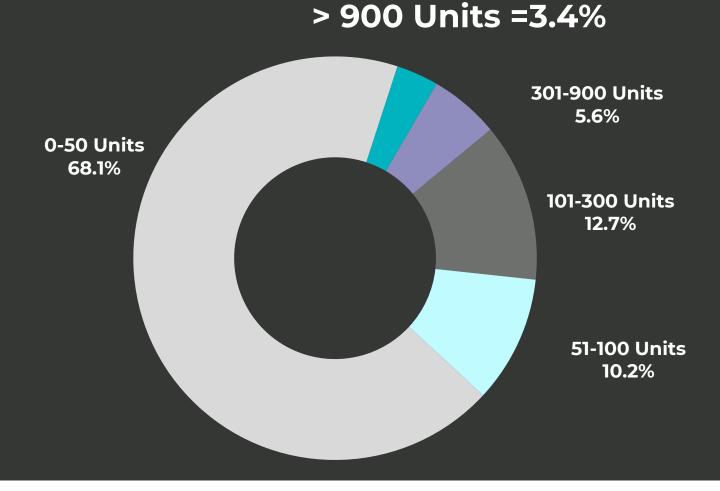
Substantial Opportunity for Market Share Growth: The Joint has ~6% of the Out-of-Pocket Share





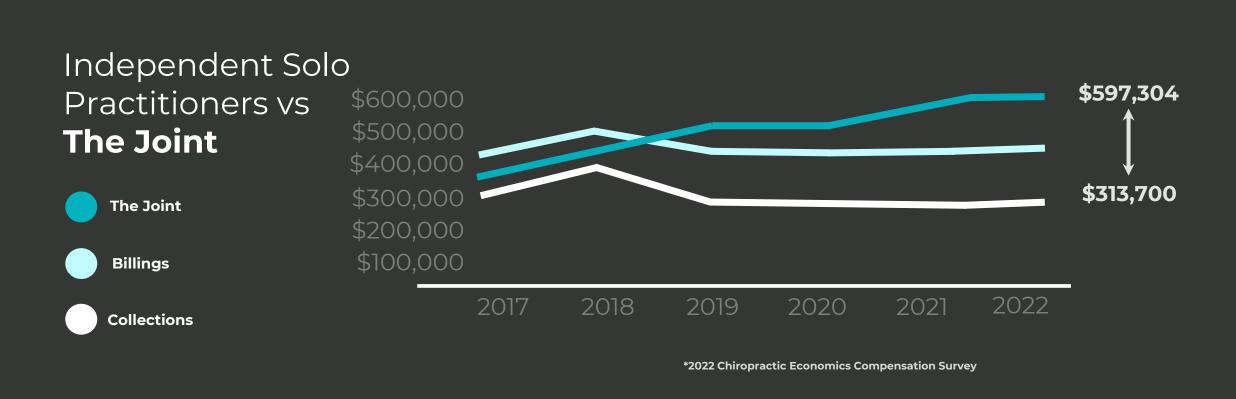
Only 3.4% of Franchise Concepts Have 900+ Units

Percentage of Franchise Brands by # of Units





JYNT Sales ~2.3X Independent Collections per Clinic





Top Franchise Recognition... Several Years Running



#1 Chiropractic Services Category



61 for Veterans and #83 of the Top 500



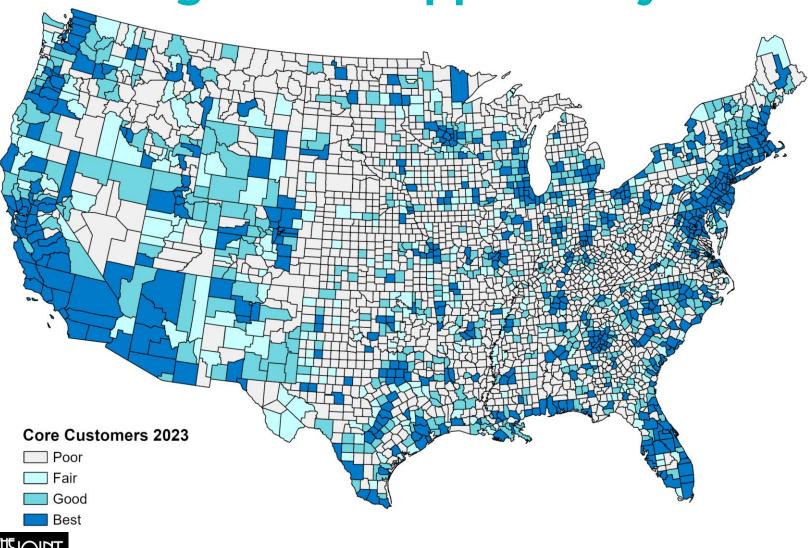






Entrepreneur

Growing Market Opportunity



Mid-term Market ~1950 Potential Clinics

The Joint Patient Base

With usable addresses

- All 50 States, DC and Puerto Rico
- All Canadian Provinces and Territories
- 74 Countries on 6 Continents

Similar Points of Distribution

- Analyze demographics and psychographics
- Model attributes
- Roll across country

The Joint: First Mover Advantage

Companies	Clinics	Clinics	Change in Clinics	States	Franchise	Owned/	Insurance	Private
	at 3/31/24	3/31/24 at 12/31/17 Clini				Managed		Pay
The Joint Corp.	955	399	556	40	✓	✓		✓
Airrosti	148	177	(29)	4		✓	✓	✓
HealthSource Chiropractic	133	295	(162)	32	✓		✓	
100% Chiropractic	128	*	0	22	✓		✓	✓
ChiroOne	101	41	60	7		✓	✓	
AlignLife Chiropractic	33	23	10	13	✓	✓	✓	✓
Chiropractic Company	21	*	0	1		✓	✓	✓
Aligned Modern Health	18	*	0	1		✓	✓	✓
NuSpine	34	3	31	10	✓			✓
Chiropractic Partners	10	*	0	1		✓	✓	✓
20 Dollar Chiropractic	9	*	0	1	✓			✓
Curis Functional Health (Formerly The BackSpace)	55	*	0	11		✓	✓	✓
Chiro Now!	10	*	0	1	✓	✓		✓
ChiroWay	13	8	5	3	✓			~
Express Chiropractic	6	0	6	1	✓			~
SnapCrack Chiropractic	9	*	0	1	✓			~
Independent Offices	38,129	38,801	-672	50				

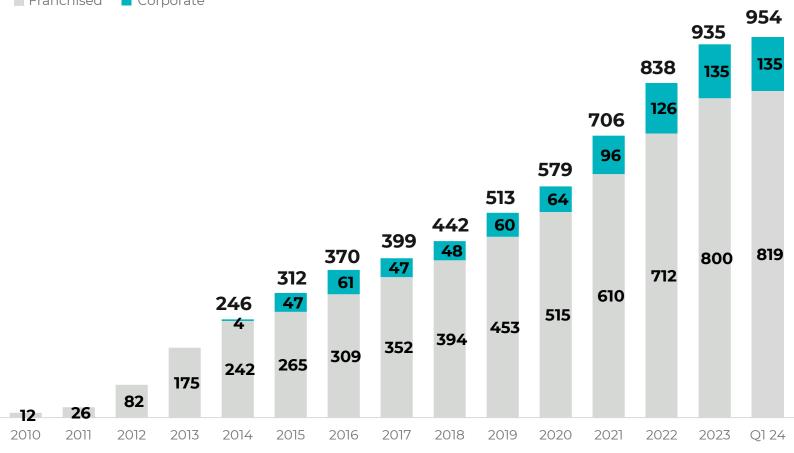
	Q1 24	Q1 23
Franchise Licenses Sold	15	17
Franchised Clinics Opened	23	29
Franchised Clinics Closed	4	1
Corporate Clinics Opened	0	4
Clinics in Development	163	217



23 Franchised Clinics Opened in Q1 2024

TOTAL CLINICS OPEN





954

Locations

819

Franchised Clinics

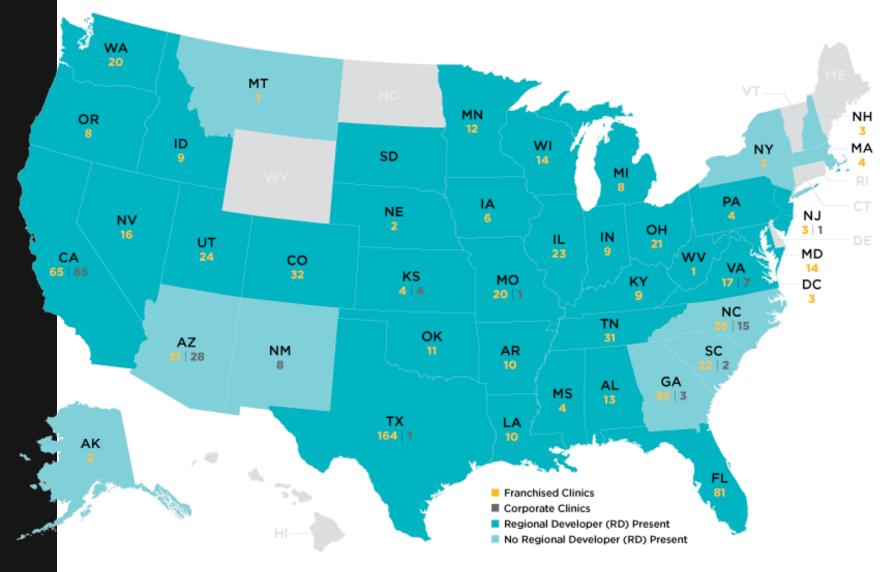
135

Corporate Clinics

As of 3/31/2024



Growing National Footprint



Refranchising Strategy

Vast majority of corporate clinics:

- Quality assets of value
- Methodical clustering

Vetting potential franchisees:

- Engaged Capstone Partners
- Negotiating potential block transactions

Value maximization:

- Generates capital
- Increases franchise revenue
- Reduces corporate costs





Q1 2024 Franchise License Sales Tripled Sequentially

15

Franchise licenses sold in Q1 2024

163

Clinics in active development ¹ of Mar. 31, 2024

1,263

Gross cumulative franchise licenses sold ¹ of Mar. 31, 2024

27%

Sold in Q1 2024 by regional developers

68%

Of clinics supported by 17 RDs as of Mar. 31, 2024

55%

Metropolitan statistical areas (MSAs) covered by RD territories as of Mar. 31, 2024



~\$250k - \$275k initial build-out

Chart includes:

- 2% of gross sales for the National Marketing Fund
- Local marketing expenses, wages, rent and G&A expenses

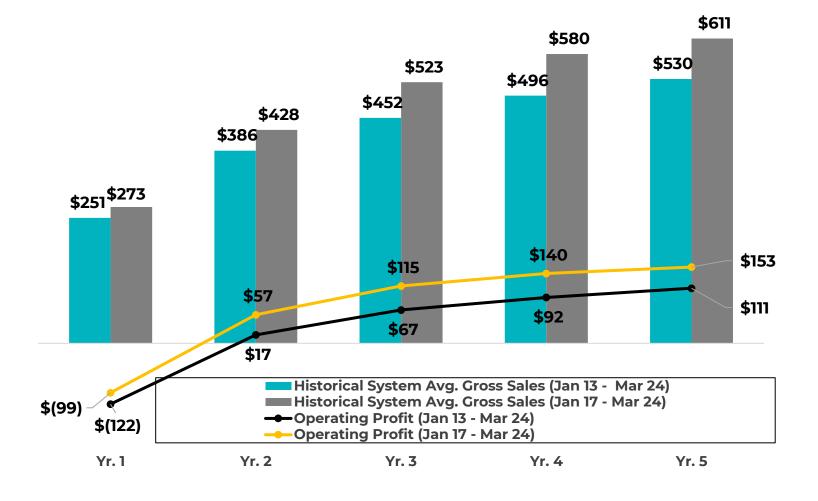
Chart excludes:

- \$599 per month tech fee
- 7% royalty on gross sales
- \$39.9K per license, prior to year 1 sales
- Assumes breakeven monthly gross sales ¹ of \$30k - \$38k



Continued Strong Clinic Economics

System-wide Sales & Potential 4-Wall Clinic Contribution (5 yr. avg., \$ in 000s)



¹ Breakeven varies on a clinic-by-clinic basis based on actual gross sales and operating expenses. This represents operating income excluding income taxes and depreciation..

Overcoming Consumer Uncertainty

9%

Increase in system-wide sales ¹ Q1 2024 over Q1 2023 3%

Increase in system-wide comp sales ² for all clinics >13 months in operation O1 2024 over O1 2023 (3)%

Decrease in system-wide comp sales ² for all clinics >48 months in operation Q1 2024 over Q1 2023





Reiterating 2024 Guidance

\$ in M	2023 Actual	2024 Low Guidance	2024 High Guidance
System-wide sales ¹	\$488.0	\$530	\$545
System-wide comp sales for all clinics open 13 months or more ²	4 %	Mid-sing	le digits
New franchised clinic openings excluding the impact of refranchised clinics	104	60	75



1 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. | 2 System-wide comp 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..

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

We'll be there to treat them.

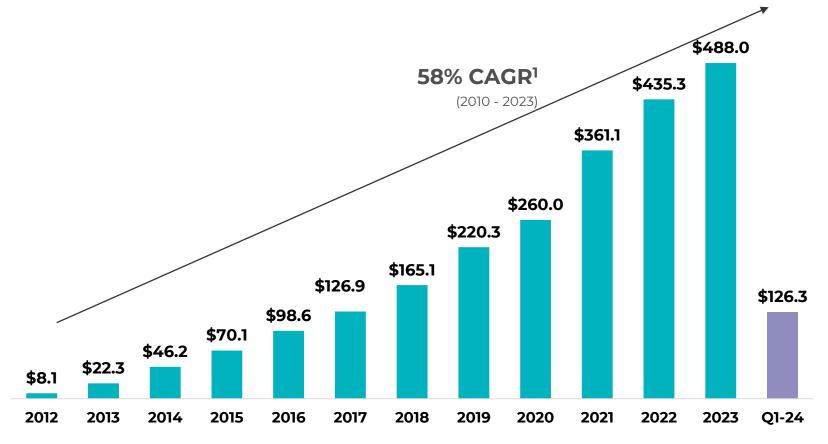
THE JOHT chiropractic

Leading Market Growth

The Joint Corp. 13-yr. CAGR 58% 1 vs. Industry 5-yr. CAGR 5.1% 2

System-wide Sales

(\$ in M)



Appendix



Q1 2024 Financial Results as of Mar. 31, 2024

\$ in M ¹	Q1 2024	Q1 2023	Differe	ences
Revenue • Corporate clinics • Franchise fees	\$29.7 17.5 12.2	\$28.3 17.1 11.2	\$1.4 0.4 1.0	5% 2% 9%
Cost of revenue	2.7	2.5	0.2	10%
Sales and marketing	3.9	4.2	(0.2)	(7)%
Depreciation and amortization	1.4	2.2	(0.8)	(37)%
G&A	20.3	20.0	0.3	2%
Loss on disposition or impairment ²	0.3	0.1	0.2	NA
Operating income / (loss)	1.1	(0.7)	1.8	NA
Other income ³	0.0	3.8	(3.8)	NA
Net income	0.9	2.3	(1.4)	(59)%
Adjusted EBITDA ⁴	3.5	2.0	1.5	72 %



¹ Due to rounding, numbers may not add up precisely to the totals.

² Loss on disposition or impairment, including those corporate clinics that were announced to be held for sale.

³ Net income included the receipt of the employee retention credits of \$3.9 million in Q1 2023.

⁴ Reconciliation of Adjusted EBITDA to GAAP earnings is included in the Appendix.

Board of Directors















N. C.			VIII.	15.07.61		
Matthew E. Rubel	Ronald V. DaVella, CPA	Suzanne M. Decker	Jeff Gramm	Peter D. Holt	Abe Hong	Glenn J. Krevlin
Lead Director, 2017	Director, 2014	Director, 2017	Director, 2024	Director, 2016	Director, 2018	Director, 2019
 Executive Chair KidKraft, Inc. Chair, Holley Inc. & Mid Ocean Ptrs. PE Consumer Group Former Dir.: Hudson's Bay Co., HSNi & Treehouse Foods Former Mgmt: Roark Capital, TPG Capital, TPG Growth, Varsity Brands, Collective Brands, Cole Haan, J Crew, Popular Club Plan and more Pres. Appointee, House Advisory Council on Trade Policy Negotiation 	 Financial Advisor: Industrial Succession Holding, Universal Health and Multiomics Vice Chair of the Strategic Advisory Board of Aura Ventures Dir. Universal Health Group, and Delta Dental of Arizona Former: Deloitte & Touche Mobile Holdings Properties Alkaline Water Co. NanoFlex Power Corp. Amazing Lash Studio CFO & franchisee 	 Exe. Project Sponsor and former Chief HR Officer, Aspen Dental Mgmt HR & Talent Acquisition Advisor, Bond Veterinary Former Dir.: Refresh Mental Health Davis Vision Companies 	 PM Bandera Partners Former Dir.: Tandy Leather Factory Rubicon Technology Innovative Food Holdings Ambassadors Group Morgan's Foods Peerless Systems 	 Pres. & CEO, The Joint Corp. Former Mgmt.: Tasti D-Lite Great Hills Partners Mail Boxes, Etc. (now The UPS Store) Director Intl.I Franchise Assn. (IFA) Chair, International Affairs Network (IAN) 	 EVP & CTO, Learning Care Group Former Mgmt.: Discount Tire Company Red Rock Resorts Starbucks Corp. Technologent 	 Founder, Managing Partner, & PM Glenhill Capital Advisors Dir. Ember Technologies & Design within Reach Former Mgmt. or Dir. Centric Brands Restoration Hardware Cumberland Associates The Goldman Sachs Group
BS, Ohio University MBA, University of Miami	BS, Queens College MBA, Pace University	BS, Russell Sage College	BA, University of Chicago MBA, Columbia Business	BA, Univ. of Washington MA, University of London	BE, U.S. Military Academy at West Point	BA, Wesleyan University MBA, New York University



Executive Team















Peter D. Holt	Jake Singleton	Lori Abou Habib	Charles Nelles	Jorge Armenteros	Eric Simon	Dr. Steve Knauf
President & CEO	CFO	СМО	сто	SVP, Operations	VP, Franchise Sales	VP of Chiropractic & Compliance
 Tasti D-Lite Planet Smoothie Mail Boxes Etc. The UPS Store I Can't Believe It's Yogurt 	EY American Institute of CPAs	 SONIC® Americ a's Drive-In®, part of the Inspire Brands CKE Restaurants, Inc. Eateries, Inc. 	 American Express Global Business Travel Western Union The Children's Hospital of Denver PacifiCare Health Systems 	 Togo's Dunkin' Donuts Baskin Robbins Pollo Campero 	 Aamco Mail Boxes Etc. UPS Store Extreme Pita 	 Arizona Board of Chiropractic Examiners Northwestern Health Sciences University International Chiropractors Assn. American Chiropractic Assn. Health Care Compliance Assn.
MA, Univ. of London BA, Univ. of Washington	MA, Univ. of Arizona BS, Univ. of Arizona	MBA, Webster International Univ. BA, Univ. of Central Oklahoma	BA, Univ. of Phoenix, Certified PMP		BA, Univ. of Rhode Island	DC, Northwestern Health Sciences Univ. BS, Northwestern Health Sciences Univ.



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Revolutionizing Access to Chiropractic Care

Features	Industry Problems	The Joint's Solutions
Affordability (per appointment)	\$64 Average ¹	\$36 Average
Convenient Locations	Medical Centers / Offices	Retail Locations
Multiple Locations	Limited Locations	954 Clinics
Walk-in / No Appointment	Appointments Required	No Appointments
Insurance / Caps / Co-pays	Yes	Private Pay
Inviting, Consumer-centric Design	Clinical	Approachable, Consumer Friendly
Service Hours	Limited / Inconsistent	Open 6-7 Days + Nights & Weekends ²
Average Patient Visits per Clinic	155 per week ¹	305 per week ³



Implementing New Marketing Programs

Annual Patient Survey

- 64% Net Promotor Score
- 92% rank The Joint experience the same or higher than prior

Focused on Driving Awareness

- Social media influencers, national and regional
- Stronger local store marketing tools

Testing Digital Initiatives

Initial booking visit



Chari Hawkins

Background: Track and Field
Athlete based in California. She is a
two-time olympian which is a great
tie in as the Paris Olympics is
approaching.

IG Following: 789K

Engagement Rate: 3.82%

Strategic Goals

- Reach 1M+ and drive engagement in the social space
- Build credibility through brand association with national athletes
- Showcase the role of chiropractic care in athlete routines and performance
- Drive brand consideration through compelling in-clinic and lifestyle content with a prominent figure



Patient Demographics

	The Joint
Median Age	37.6 Years
Generation Mix	
Gen Z	19%
Millennial	45%
Gen X	25%
Baby Boomer	11%
Gender	
Female	49%





Transformative Opportunity for Chiropractors

	Industry	The Joint	
Annual Salary	Median \$75,380 ¹	Starting \$85,000 ²	Our r through routing quality iropractic C
Accessibility	Appointments requiredMedical centers & officesTraditional office hours	 No appointments Clustered, high-visibility retail locations Open evenings + weekends³ 	quality iropractic C
Practice & Insurance	 Challenges of managing a business without support Difficulty attracting new patients Insurance hassles Slow payment cycle 	 Proprietary CRM and POS software Ongoing training and coaching Ability to perfect technique Less administration Higher patient focus Better cash flow 	Tit jo chiropra

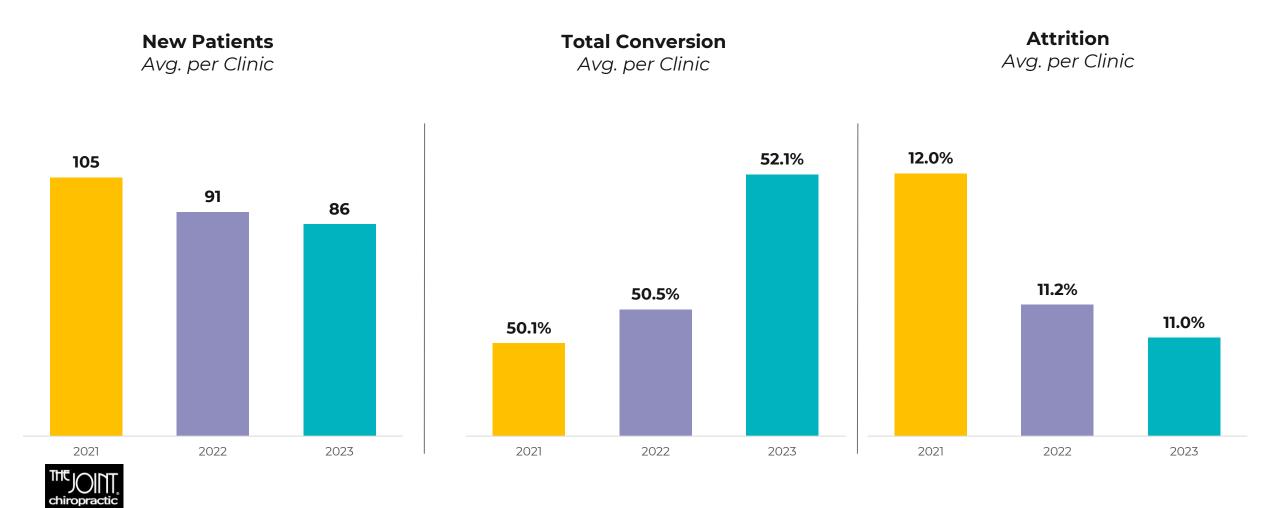


¹Bureau of Labor Statistics, U.S. Department of Labor, 2021

² Based on Joint Corp. company-owned or managed actual salaries | ³ Hours vary by clinic

Key Performance Indicators

200 bpt.s increase in Conversion and 100 bpt.s improvement in Attrition



Performance Metrics and Non-GAAP Measures

This presentation includes commonly discussed performance metrics. System-wide sales include sales at all clinics, whether operated 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 sales are the basis on which the company calculates and records royalty fees and are indicative of the financial health of the franchisee base. Comp sales include the sales from both company-owned or managed clinics and franchised clinics that in each case have been open at least 13 full months and exclude any clinics that have closed.

This presentation includes 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 than GAAP measures alone. Reconciliations of net loss to EBITDA and Adjusted EBITDA are presented where applicable. The Company defines EBITDA as net income/(loss) before net interest, tax expense, depreciation, and amortization expenses. The company defines Adjusted EBITDA as EBITDA before acquisition-related expenses(which includes contract termination costs associated with reacquired regional developer rights), net (gain)/loss on disposition or impairment, stock-based compensation expenses, costs related to restatement filings, restructuring costs and other income related to employee retention credits.

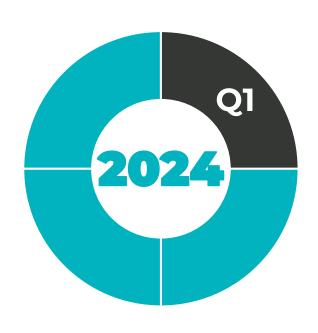
EBITDA and Adjusted EBITDA do not represent and should not be considered alternatives to net income or cash flows from operations, as determined by accounting principles generally accepted in the United States, or GAAP. While EBITDA and Adjusted EBITDA are frequently used as measures of financial performance 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 the Company's financial statements filed with the SEC.

Information reconciling forward-looking Adjusted EBITDA to net income/(loss) is unavailable to the company without unreasonable effort. The company is not able to provide a quantitative reconciliation of adjusted EBITDA to net income/(loss) because certain items required for such reconciliation are uncertain, outside of the company's control, and/or cannot be reasonably predicted, including but not limited to [the provision for (benefit from) income taxes. Preparation of such reconciliation would require a forward-looking statement of income and statement of cash flows prepared in accordance with GAAP, and such forward-looking financial statements are unavailable to the company without unreasonable effort.



Q1 2024 Segment Results as of Mar. 31, 2024

\$ in 000s



Total Revenues Total Operating Costs Operating Income (Loss) Other Income Expense, net Income (Loss) Before Income Tax Expense **Total Income Taxes** Net Income (Loss) **Net Interest Expense** Income Taxes **Total Depreciation and Amortization Expense EBITDA** Stock Based Compensation Exp Loss on Disposition/Impairment **Acquisition Expenses** Restatement Costs Restructuring Costs Other Expense, net Adjusted EBITDA

	Corporate Clinics	Franchise Operations		Unallocated Corporate	The Joint Consolidated
_	18.570	t 10105	_		
\$	17,538		\$	_	\$ 29,722
	(16,051)	(6,847)		(5,735)	(28,632)
	1,487	5,338		(5,735)	1,090
	(1)	-		36	36
	1,486	5,338		(5,698)	1,126
	-	-		179	179
	1,486	5,338		(5,877)	947
	1	-		(36)	(36)
	-	-		179	179
	1,104	219		80	1,404
	2,591	5,557		(5,654)	2,494
	-	-		493	493
	362	-		0	362
	-	-		-	-
	-	-		-	-
	103	28		26	157
	-			-	-
\$	3,056	\$ 5,585	\$	(5,134)	\$ 3,507



GAAP - Non-GAAP Reconciliation

\$ in 000s

	Ending Ending E		Quarter Ending	ng Ending			Quarter Ending			Quarter Ending			Quarter Ending		Quarter Ending			E	Quarter Ending		
-	03/31/2022 06/30/2022 09/		/30/2022	0/2022 12/31/2022				03	03/31/2023		30/2023	9/30/2023		12/31/2023				3/:	31/2024		
		Q1-22	Q2-22	02-22 0		Q3-22 Q4-22			FY22		Q1-23		Q2-23	Q3-23		Q4-23		FY23		Q1-24	
Total Revenue		22,237	24,887		26,450		27,678		101,252		28,301		29,307		29,474		30,614		117,696		29,722
Total Cost of Revenue		2,111	2,257		2,337		2,466		9,171		2,475		2,596		2,604		2,872		10,547		2,716
Gross Profit	\$	20,126	\$ 22,630	\$	24,113	\$	25,212	\$	92,081	\$	25,826	\$	26,712	\$	26,870	\$	27,742	\$	107,150	\$	27,006
Sales & Marketing		3,287	3,840		3,539		3,296		13,963		4,160		4,708		4,301		3,373		16,542		3,886
Depreciation/Amortization Expense		1,337	1,462		1,780		2,068		6,647		2,215		2,329		2,349		1,689		8,582		1,404
Other Operating Expenses		15,540	18,659		18,061		18,383		70,644		20,104		20,049		21,118		22,828		84,099		20,626
Total Other Income (Expense)		(16)	(19)		(25)		(72)		(133)		3,821		(107)		(6)		3		3,712		36
Total Income Taxes		(59)	(478)		(24)		629		68		842		(161)		(188)		10,898		11,391		179
Net Income (Loss)	\$	4	\$ (872)	\$	731	\$	763	\$	627	\$	2,326	\$	(320)	\$	(716)	\$	(11,042)	\$	(9,752)	\$	947
Net Interest Expense		16	19		25		72		133		50		15		6		(3)		67		(36)
Income Taxes		(59)	(478)		(24)		629		68		842		(161)		(188)		10,898		11,391		179
Depreciation and Amortization Expense		1,337	1,462		1,780		2,068		6,647		2,215		2,329		2,349		1,689		8,582		1,404
EBITDA	\$	1,298	\$ 131	\$	2,512	\$	3,533	\$	7,475	\$	5,433	\$	1,863	\$	1,451	\$	1,541	\$	10,288	\$	2,494
Stock Based Compensation		324	340		306		304		1,274		266		417		526		528		1,738		493
Loss on Disposition/Impairment		7	89		264		50		410		65		144		905		1,518		2,633		362
Acquisition Expenses		155	2,074		47		81		2,356		142		716		15		-		873		-
Restatement Costs		-	-		-		-		-		-		-		-		380		380		-
Restructuring Costs		-	-		-		-		-		-		-		-		73		73		157
Other (Income)/Expense, net		-	-		-		-		-		(3,871)		92		-		-		(3,779)		-
Adjusted EBITDA	\$	1,783	\$ 2,635	\$	3,129	\$	3,968	\$	11,515	\$	2,035	\$	3,232	\$	2,897	\$	4,041	\$	12,206	\$	3,507

Contact Information



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