



Craig-Hallum Alpha Select November 16, 2021

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Safe Harbor Statement

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, but are not limited to, the continuing impact of the COVID-19 outbreak on the economy and our operations (including temporary clinic closures, shortened business hours and reduced patient demand), 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, our inability to identify and recruit enough qualified chiropractors and other personnel to staff our clinics, due in part to the nationwide labor shortage, 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, and the other factors described in "Risk Factors" in our Annual Report on Form 10-K as filed with the SEC for the year ended December 31, 2020, as updated or revised for any material changes described in any subsequently-filed Quarterly Reports on Form 10-Q or other SEC filings. We anticipate filing our Quarterly Report on Form 10-Q for the quarter ended September 30, 2021 on or around November 5, 2021. Words such as, "anticipates," "believes," "continues," "expects," "goal," "objectives," "intends," "may," "opportunity," "plans," "potential," "near-term," "long-term," "projections," "assumptions," "projects," "guida

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.





Bringing quality, convenient, affordable chiropractic care to retail



Serving patients seeking pain relief and ongoing health and wellness



OUR CLINICS

Employing a proven membership-based, walk-in, no-insurance model in an open bay setting

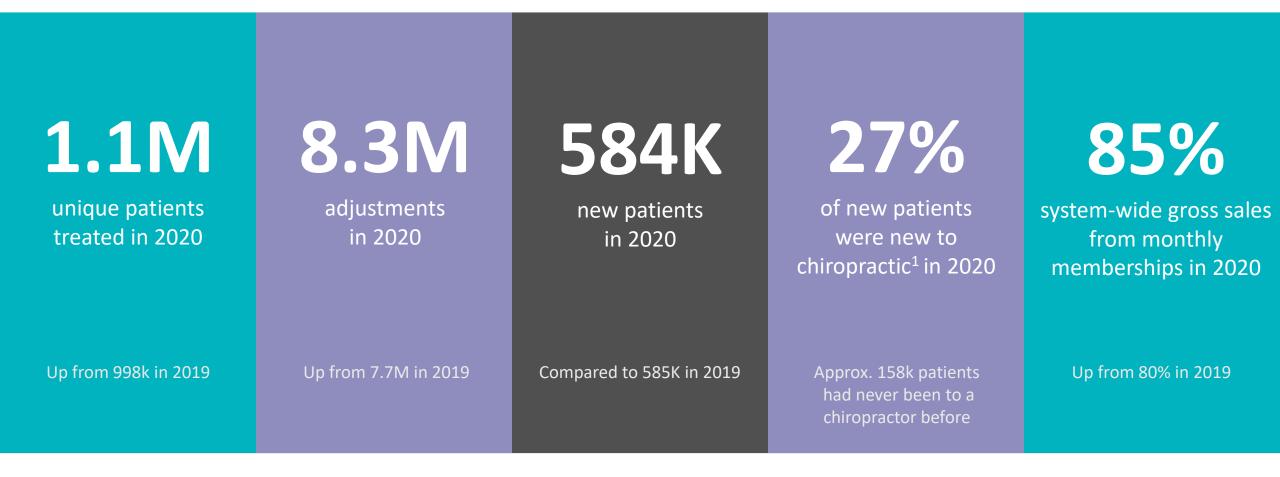
Chiropractic Care Is an Essential Healthcare Service



- Critical point of differentiation versus other retailer service concepts
- Service call for our doctors and staff: Now more than ever, we must be open to treat our patients
- Reassuring patients: Our clinics are open and taking the necessary safety precautions



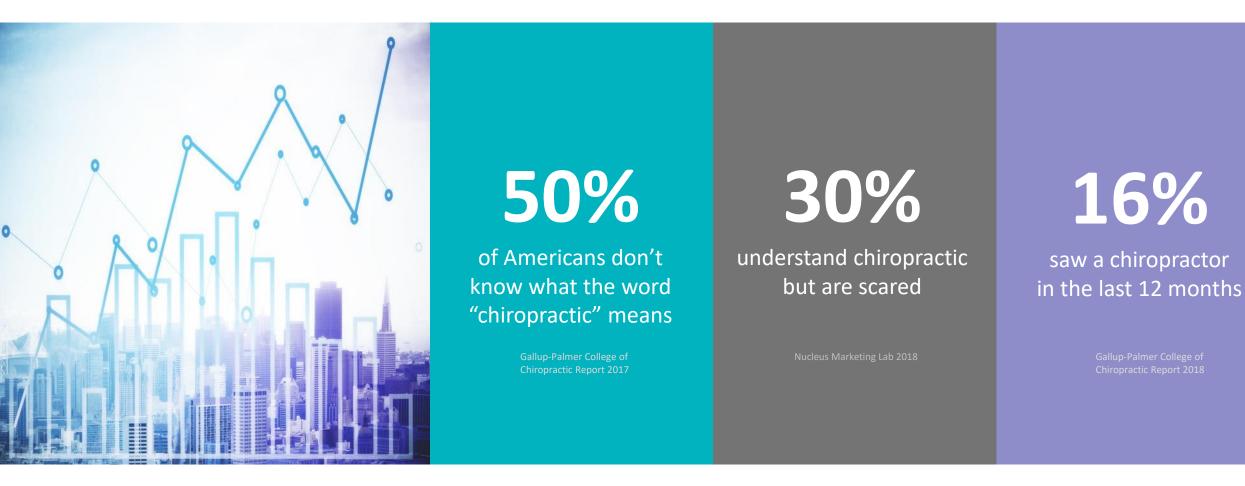
Disruptive Business Model Continues to Thrive



¹ New patient survey completed February 2021.

Upside for Future Growth

\$18B growing chiropractic market¹

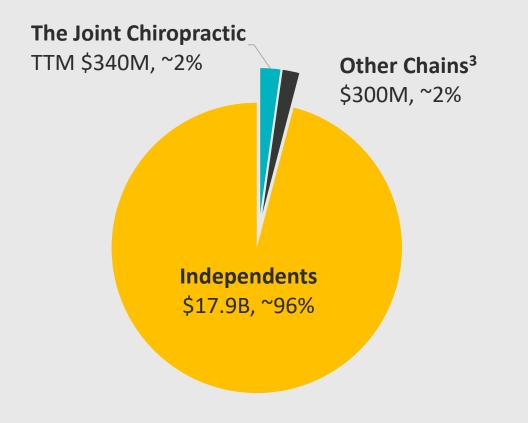




1 IBIS US Industry Report, Chiropractors in the US, April 2021

Substantial Opportunity for Market Share Growth

- Annual spending on back pain: \$134B¹
- Chiropractic care: \$17.9B²
- Total chains make up ~4% of chiropractic³
- By contrast, dentistry chains (DSOs) account for nearly 12%⁴

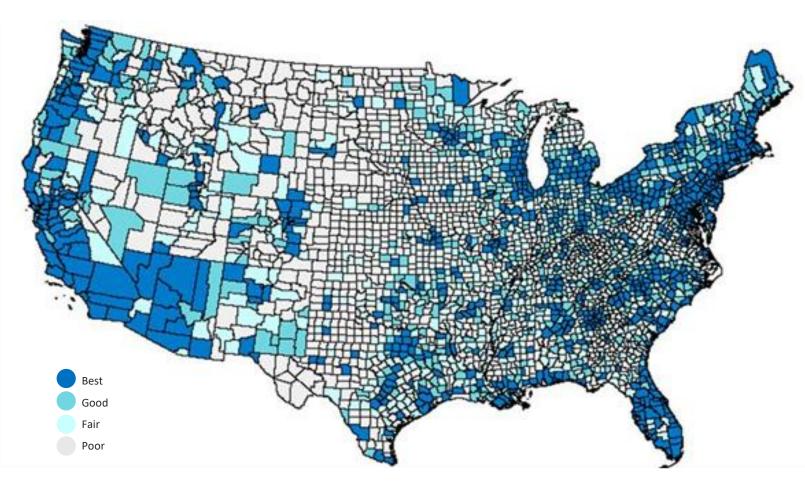




¹JAMA US Healthcare spending by Payer and Health Condition, 1996-2016, March 3, 2020 | ² IBIS US Industry Report, Chiropractors in the US, April 2021 | ³Internal Chiropractic Competitive Analysis, August 2019 | ⁴ Apex Reimbursement Specialists, Inc., 2018

Market Opportunity: 1800+ Potential Clinics

Targeting 1,000 clinics opened by the end of 2023



The Joint Patient Base

With usable addresses in last 21 months

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

1800+ Similar Points of Distribution

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



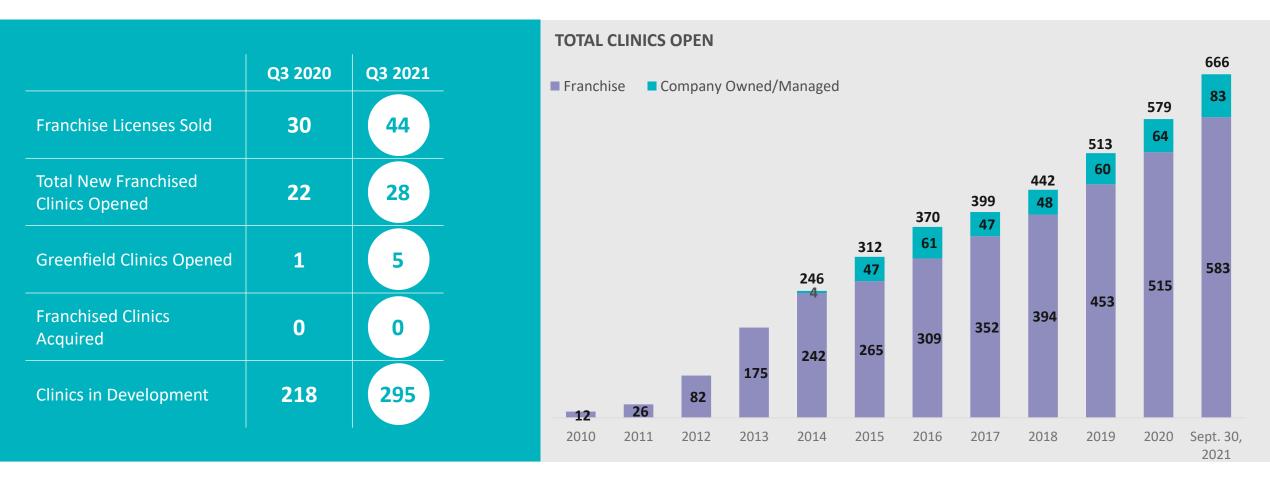
System-wide and Comp Sales





¹Comparable 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.

88 Clinics Opened YTD 2021 Driving to 1,000 Clinics by the End of 2023





Continued Improvement to Clinic Economics

More recent cohorts continue to far surpass historical sales growth

Approximate Investment of \$276k

- \$180K initial build-out cost
- Franchisee pays 7% royalty on gross sales
- Franchisee pays \$599/month in software fees
- Assumes breakeven at \$27K monthly gross sales¹
- Franchisee pays \$39.9K per license, prior to year 1 sales
- Improving estimated cash-on-cash return from 5+ years to approximately 3.5 years

System-wide Sales & Potential Company-owned/Managed Contribution¹

(5 yr. avg., \$ in 000s) \$497 \$495 \$462 \$416 \$415 \$346 \$262 \$204 \$134 \$77 \$146 **\$1**25 **\$94** Historical System Avg. Gross Sales (Jan-13 - Sep-21) Historical System Avg. Gross Sales (Jan-17 - Sep-21) \$(76) Operating Margin (Jan-13 - Sep-21) Operating Margin (Jan-17 - Sep-21) \$(112 Yr. 1 Yr. 2 Yr. 3 Yr. 4 Yr. 5



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

Raising 2021 Guidance

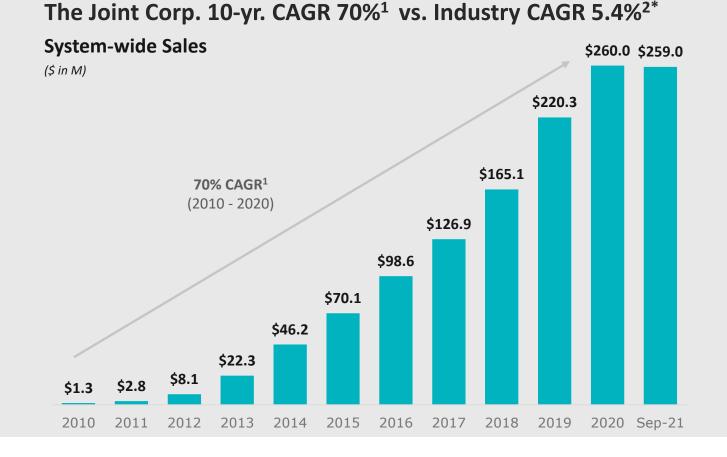
\$ in M	2020 Actual	2021 Low Guidance	2021 High Guidance	Midpoint 2021 vs 2020
Revenues	\$58.7	\$80.0	\$81.0	Up 37%
Adjusted EBITDA ¹	\$9.1	\$13.0	\$14.0	Up 48%
New Franchised Clinic Openings	70	105	115	Up 57%
New Company-owned/Managed Clinics ²	4	25	35	7.5X greater



Resilient Business Model Drives Long-term Growth

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

We'll be there to treat them.





¹ For the period ended Dec. 31, 2020 | ² June 2021 Kentley Insights Chiropractic Care Market Research Report

Appendix



The Joint: The Industry Leader with Momentum Building

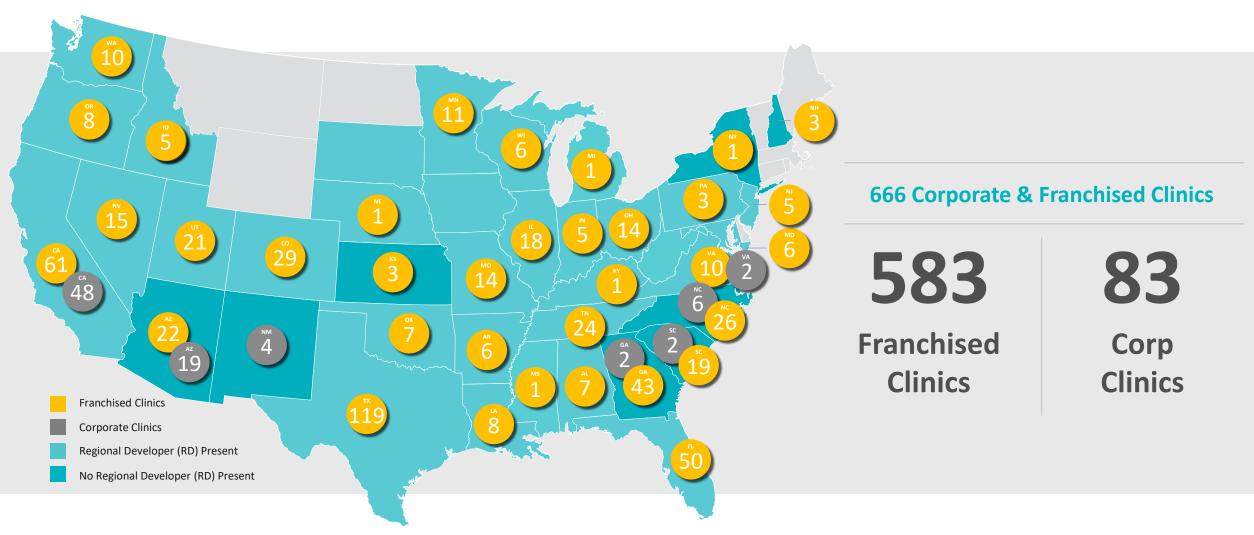
The Joint Corp. 666 399 267 36 Image: Constraint of the constraint o	Companies	Clinics at 9/30/21	Clinics at 12/31/17	Change in Clinics	States	Franchise	Owned/ Managed	Insurance	Private Pay
HealthSource Chiropractic 146 295 (149) 35 ✓ ChiroOne 73 41 32 5 ✓ ✓ 100% Chiropractic 58 * * 15 ✓ ✓ AlignLife Chiropractic 35 23 12 14 ✓ ✓ ✓ AlignLife Chiropractic 35 23 12 14 ✓ ✓ ✓ Aligned Modern Health 20 * * 1 ✓ ✓ ✓ 20 Dollar Chiropractic 11 * * 1 ✓ ✓ ✓ Chiropractic Partners 11 * * 1 ✓ ✓ ✓ Chiropractic Partners 11 * * 1 ✓ ✓ ✓ ChiroNow! 10 * 10 1 ✓ ✓ ✓ ✓ NuSpine 6 3 3 3 ✓ ✓ ✓ ✓ ✓ ✓ Sinply Chiropractic 2 7 (5) 2 ✓<	The Joint Corp.				36	√			~
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Chiropractic Company22**1··	100% Chiropractic	58	*	*	15	✓		×	×
Aligned Modern Health20**1✓✓20 Dollar Chiropractic11**1✓✓✓Chiropractic Partners11**1✓✓✓✓Chiro Now!10*101✓✓✓✓✓✓ChiroWay9812✓✓✓✓✓✓✓✓NuSpine6333✓✓✓<	AlignLife Chiropractic	35	23	12	14	✓	×	✓	
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SnapCrack Chiropractic 4 * 1 ✓ Simply Chiropractic 2 7 (5) 2 ✓	NuSpine	6	3	3	3	✓			×
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	SnapCrack Chiropractic	4	*	*	1	✓			×
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Independent Offices 40150 39527 623 50	Independent Offices	40150	39527	623	50				



¹Kentley Insights, The Office of Chiropractors Market Research Report, 2019 and 2017, respectively.

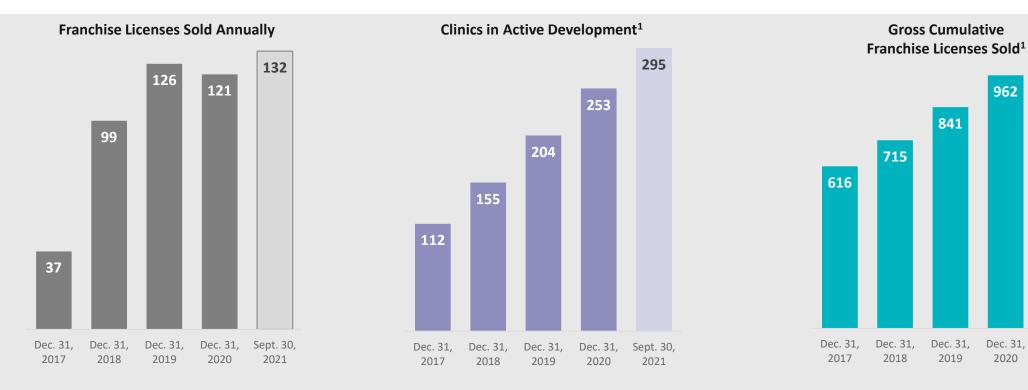
* Historical information unknown.

National Footprint





132 Franchise Licenses Sold in YTD 2021



- 82% sold by RDs in 2021 •
- 70% of clinics supported by 21 RDs at September 30, 2021 ٠
- RDs cover 59% of Metropolitan Statistical Areas (MSAs) at September 30, 2021 •



¹ Of the 1,094 franchise licenses sold as of September 30, 2021, 295 are in active development, 666 are currently operating and the balance represents terminated/closed licenses.

1094

962

Dec. 31,

2020

Sept. 30,

2021

Q3 2021 Financial Results

\$ in M ¹	Q3 2021	Q3 2020	Differe	nces
Revenue Corporate clinics Franchise fees 	\$21.0 11.6 9.4	\$15.4 8.4 7.0	\$5.6 3.2 2.4	36% 38% 33%
Cost of revenue	2.3	1.7	0.6	34%
Sales and marketing	2.9	1.8	1.0	56%
Depreciation and amortization	1.7	0.7	0.9	133%
G&A	12.8	9.4	3.4	36%
Operating Income	1.3	1.7	(0.4)	(21)%
Tax Benefit	0.6	(0.1)	0.7	9X
Net Income/(Loss)	1.9	1.6	0.0	21%
Adj. EBITDA ²	3.3	2.6	0.7	25%



¹ Due to rounding, numbers may not add up precisely to the totals. ² Reconciliation of Adjusted EBITDA to GAAP earnings is included in the Appendix.

YTD Sept. 30, 2021 Financial Results

\$ in M ¹	YTD Sept. 30, 2021	YTD Sept. 30, 2020	Differe	ences
Revenue Corporate clinics Franchise fees 	\$58.8 32.5 26.2	\$41.7 22.6 19.1	\$17.1 10.0 7.1	41% 44% 37%
Cost of revenue	6.1	4.6	1.5	34%
Sales and marketing	8.5	5.7	2.8	50%
Depreciation and amortization	4.3	2.1	2.2	107%
G&A	34.5	26.6	7.9	30%
Operating Income	5.3	2.7	2.6	97%
Tax Benefit	1.6	(0.1)	1.8	14X
Net Income/(Loss)	6.9	2.5	4.4	174%
Adj. EBITDA ²	10.5	5.4	5.1	95%

Unrestricted cash \$19.5M at Sept. 30, 2021, compared to \$20.6M at Dec. 31, 2020



¹ Due to rounding, numbers may not add up precisely to the totals. ² Reconciliation of Adjusted EBITDA to GAAP earnings is included in the Appendix.

Experienced Board Offers Leadership

Matthew E. Rubel	James H. Amos, Jr.	Ronald V. DaVella, CPA	Suzanne M. Decker	Peter D. Holt	Abe Hong	Glenn J. Krevlin
Lead Director, 2017	Director, 2015	Director, 2014	Director, 2017	Director, 2016	Director, 2018	Director, 2019
 Chair, Mid Ocean Ptrs. PE Consumer Group Chair & CEO, Empower SPAC Ind. Dir., Treehouse Foods Former Dir., Hudson's Bay Co. Former Dir., Pres. & CEO Varsity Brands Former Pres. & CEO, Collective Brands Former Dir., Pres. & CEO Cole Haan Former Senior Advisor, Roark Capital & TPG Capital Pres. Appointee, House Advisory Council on Trade Policy Negotiation 	 Dir., ASP UPF Holdings Advisory Board Chair, APFI P&G Franchising Initiatives Former Chair & CEO, Mail Boxes Etc. (now The UPS Store) Former Chair of the Intl. Franchise Assn. (IFA) Marine Corps Captain, National Veterans' Admin., Marine Military Academy, Marine Corps Heritage Fdn. 	 COO & CFO Aura Ventures Dir., Delta Dental of Arizona Dir., Mobile Holding Properties Dir., NorthStar Former EVP, The Alkaline Water Co. Former CFO, NanoFlex Power Corp. Former CFO & franchisee, Amazing Lash Studio Former Audit Partner, Deloitte & Touche 	 Executive Project Sponsor and former Chief Human Resource Officer, Aspen Dental Mgmt Dir. Refresh Mental Health Dir. of Human Resources, Davis Vision Companies 	 Pres. & CEO, The Joint Corp. Former Pres. & CEO, Tasti D-Lite Former Exe. in Residence, Great Hill Partners Former EVP Franchise Sales, Mail Boxes, Etc. (now The UPS Store) Former Dir. International Franchise Association. (IFA) Former Chair, International Affairs Network (IAN) 	 EVP & CTO, Learning Care Group, Inc. Former EVP & CIO, Technologent Former EVP & CIO, Discount Tire Company Former SVP & CIO, Red Rock Resorts Former VP, Starbucks Corp. 	 Founder, Managing Partner, & PM, Glenhill Capital Advisors Dir., Design within Reach Former Dir., Centric Brands Former Dir., Restoration Hardware Former Partner, Cumberland Associates Former VP, The Goldman Sachs Group
BS, Ohio University MBA, University of Miami	AB, University of Missouri-Columbia	BS, Queens College MBA, Pace University	BS, Russell Sage College	BA, Univ. of Washington MA, University of London	BE, U.S. Military Academy at West Point	BA, Wesleyan University MBA, New York University
	The Joint Corp. NASDAQ: JYN				© 2021 The Joint (Corp. All Rights Reserved. 22

Executive Team

Peter D. Holt	Jake Singleton	Jason Greenwood	Jorge Armenteros	Amy Karroum	Eric Simon	Mark Miller	Dr. Steve Knauf
President & CEO Tasti D-Lite Planet Smoothie Mail Boxes Etc. The UPS Store I Can't Believe It's Yogurt	CFO • EY • American Institute of CPAs	Chief Marketing Officer Peter Piper Pizza Robeks Juice Young & Rubicam Group 	 VP, Operations McDonald's Dunkin' Donuts Baskin Robbins Pollo Campero 	 VP, Human Resources Thermo Fluids Taylor Morrison Foundation for Senior Living Pulte Homes 	 VP, Franchise Sales Aamco Mail Boxes Etc. UPS Store Extreme Pita 	 VP, Real Estate and Construction Veggie Grill Panda Restaurant Group CVS McDonald's 	 Executive Director of Chiropractic & Compliance Arizona State Board of Chiropractic Northwestern Health Sciences University International Chiropractors Assn. American Chiropractic Assn. Health Care Compliance Assn.
BA, Univ. of Washington MA, Univ. of London	MA, Univ. of Arizona BS, Univ. of Arizona	MBA, Wayne State Univ. BBA, Eastern Michigan Univ.		MBA, Univ. of Michigan BA, Michigan State Univ.	BA, Univ. of Rhode Island	MBA, Wayne State Univ. BS, Central Michigan Univ.	DC, Northwestern Health Sciences Univ. BS, Northwestern Health Sciences Univ.



Revolutionizing Access to Chiropractic Care

Features	Industry Problems	The Joint's Solutions					
Affordability (per appointment)	^{\$} 77 Average ¹	^{\$} 29 Average					
Convenient Locations	Medical Centers / Offices	Retail Locations					
Multiple Locations	Limited Locations	666 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	600 per Month ³	1,350+ per Month ⁴					



Patient Demographics

Median Age	37 Years
Generation Mix	
Gen Z	14%
Millennial	45%
Gen X	28%
Baby Boomer	13%
Gender	
Female	49%





¹ Patients who visited The Joint Chiropractic in 2020

Transformative Opportunity for Chiropractors

	Industry	The Joint	
Annual Salary	Median \$70,720 ¹	Starting \$85,000 ²	
Accessibility	 Appointments required Medical centers & offices Traditional office hours 	 No appointments Clustered, high-visibility retail locations Open evenings + weekends³ 	
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 	



¹ Bureau of Labor Statistics, U.S. Department of Labor, 2020

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

Non-GAAP Measure Definition

This presentation includes non-GAAP financial measures. 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.

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, bargain purchase net gain, 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 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.



Q3 2021 Segment Results

\$ in 000s

Q3

		Corporate Clinics		Franchise Operations		Unallocated Corporate		he Joint Isolidated
	Total Revenues	\$	11,634	\$	9,351	\$	7	\$ 20,992
	Total Operating Costs		(10,393)		(5,195)		(4,066)	(19,653)
	Operating Income (Loss)		1,241		4,157		(4,059)	1,339
	Other Income (Expense), net		(2)		-		(14)	(16)
	Loss Before Income Tax Expense		1,239		4,157		(4,073)	1,323
	Total Income Taxes		-		-		(614)	(614)
2021	Net Income (Loss)		1,239		4,157		(3,459)	1,937
	Net Interest		2		-		14	16
	Income Taxes		-		-		(614)	(614)
	Total Depreciation and Amortization Expense		1,538		165		(41)	1,662
	EBITDA		2,779		4,322		(4,101)	3,001
	Stock Based Compensation Exp		-		-		297	297
	Bargain Purchase Gain		-		-		-	-
	Loss on Disposition/Impairment		0		-		(4)	(4)
	Acquisition Expenses		-		-		3	3
	Adjusted EBITDA		2,780		4,322		(3,805)	3,297



YTD Sept. 30, 2021 Segment Results

\$ in 000s

		Corporate Clinics		Franchise Operations		llocated porate	he Joint Isolidated
	Total Revenues Total Operating Costs Operating Income (Loss) Other Income (Expense), net	\$	32,534 (28,119) 4,416	\$	26,214 (14,327) 11,887	\$ 10 (10,968) (10,958) (47)	\$ 58,758 (53,413) 5,345
2021	Income (Loss) Before Income Tax Expense Total Income Taxes Net Income (Loss)		4,409 - 4,409		<u>11,887</u> - 11,887	 (11,004) (1,644) (9,360)	 (54) 5,291 (1,644) 6,936
	Net Interest Income Taxes Total Depreciation and Amortization Expense		7 - 3,880		- - 166	 47 (1,644) 229	54 (1,644) 4,275
	EBITDA Stock Based Compensation Exp Bargain Purchase Gain (Gain) Loss on Disposition/Impairment		8,296 - - 21		12,053 - - -	 (10,728) 827 - (4)	 9,620 827 - 17 48
	Acquisition Expenses Adjusted EBITDA		8,316		12,053	 48 (9,857)	48 10,513



GAAP – Non-GAAP Reconciliation

\$ in 000s

	Quar	Quarter Ending Quarter Ending Quarter Endin						Quarter Ending Quarter Ending Quarter Ending						rter Ending			
		03/31/2020		06/30/2020		09/30/2020		12/31/2020			03/31/2021		06/30/2021		09/30/2021		
	c	Q1-20	C	Q2-20	(Q3-20		Q4-20	FY20	C	Q1-21	c	22-21	c	Q3-21		FY21
Total Revenue		13,644		12,590		15,411		17,038	58,683		17,548		20,219		20,992		58,758
Total Cost of Revenue		1,486		1,368		1,712		1,941	6,507		1,765		2,039		2,300		6,104
Gross Profit	\$	12,158	\$	11,222	\$	13,698	\$	15,097	\$ 52,176	\$	15,783	\$	18,180	\$	18,691	\$!	52,654
Sales & Marketing		2,055		1,784		1,846		2,120	7,804		2,489		3,133		2,882		8,504
Depreciation/Amortization Expense		654		693		714		673	2,734		1,170		1,443		1,662		4,275
Other Operating Expenses		8,695		8,487		9,433		9,527	36,142		10,186		11,611		12,812		34,609
Total Other Income (Expense)		(4)		(25)		(26)		(26)	(82)		13		25		(13)		25
Total Income Taxes		(66)		118		76		(7,882)	(7,755)		(364)		(666)		(614)		(1,644)
Net Income (Loss)	\$	815	\$	116	\$	1,604	\$	10,633	\$ 13,167	\$	2,315	\$	2,684	\$	1,937	\$	6,936
Net Interest		4		25		26		24	79		22		16		16		54
Income Taxes		(66)		118		76		(7,882)	(7,755)		(364)		(666)		(614)		(1,644)
Depreciation and Amortization Expense		654		693		714		673	2,734		1,170		1,443		1,662		4,275
EBITDA	\$	1,408	\$	952	\$	2,420	\$	3,447	\$ 8,227	\$	3,142	\$	3,477	\$	3,001	\$	9,620
Stock Based Compensation		250		216		212		207	886		246		284		297		827
Bargain Purchase Gain		-		-		-		-	-		-		-		-		-
(Gain) Loss on Disposition/Impairment		1		(55)		-		2	(51)		65		(44)		(4)		17
Acquisition Expenses		-		-		-		42	42		6		39		3		48
Adjusted EBITDA	\$	1,659	\$	1,113	\$	2,632	\$	3,698	\$ 9,103	\$	3,459	\$	3,756	\$	3,297	\$	10,513



The Joint Corp. Contact Information



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