

Differentiated Business Model



- 1** Bringing quality, convenient and affordable chiropractic care to retail (\$27 average cost vs \$77 insurance co-pay)
- 2** Employing proven concierge-style membership-based model: retail setting, no appointment, walk-in only, no insurance
- 3** Serving patients seeking pain relief and ongoing health and wellness in an open bay setting

Strong Industry Dynamics & Clinic Network Performance

8-yr. Revenue CAGR = 83%¹ (thru 12/31/18) vs industry 1.2%²



¹ For the period ended Dec. 31, 2018 | ² IBIS World Chiropractors Market Research Report; February 2019 * and 5-year CAGR

Nationwide Brand & Comp Sales Drive Shareholder Value

Potential national footprint of 1700+ clinics based on existing patient records

Patient Profile

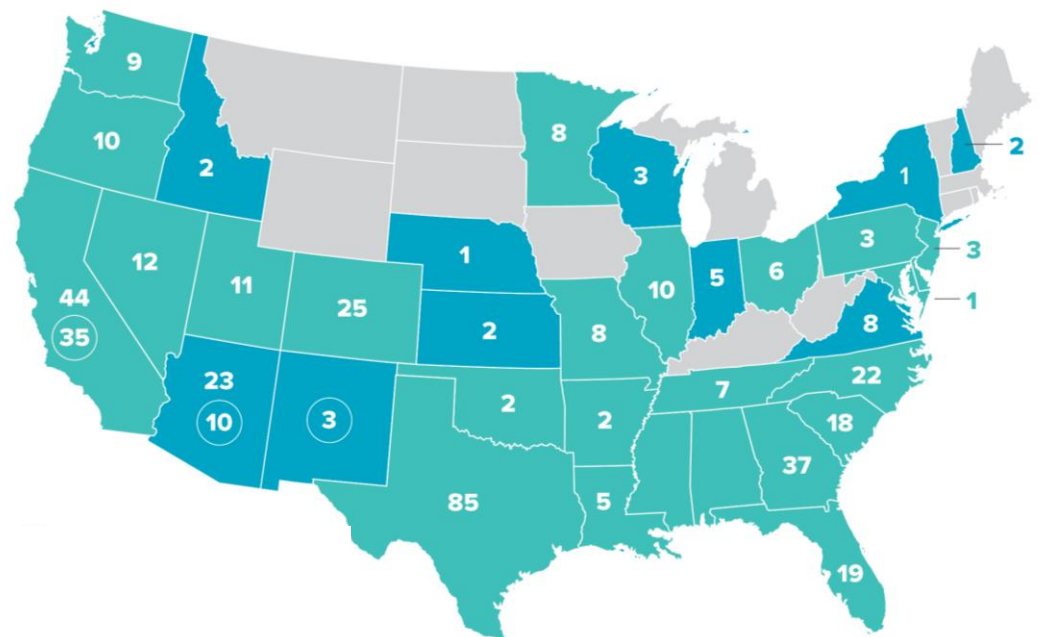


Male 50.5% | **Female** 49.5%



Stock Data

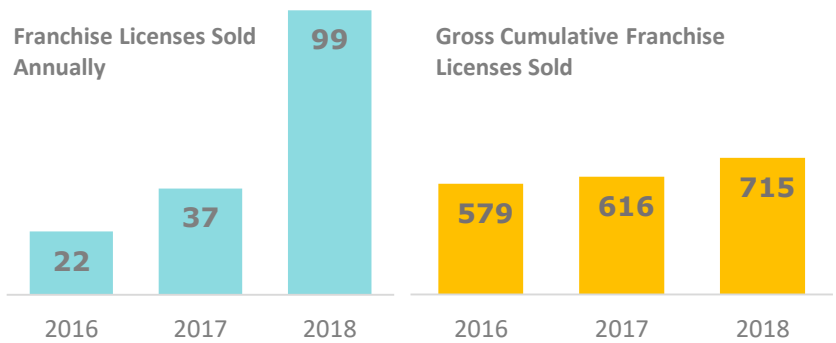
As of 3/7/2018	Nasdaq: JYNT
Market Cap:	\$173.7M
Stock Price:	\$12.65
52 Week Price Range:	\$5.01 - \$13.43
Shares Outstanding:	13.7 M
Public Float:	11.1 M



- Company-owned/Managed Clinics
- Regional Developer (RD) Territory Present
- No Regional Developer (RD) Present

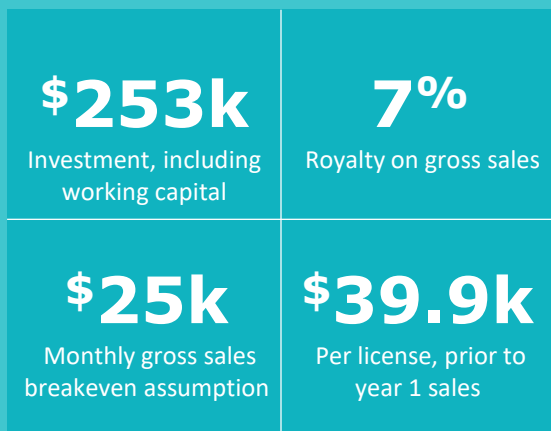
442 Clinics **32 States**

Regional Developers

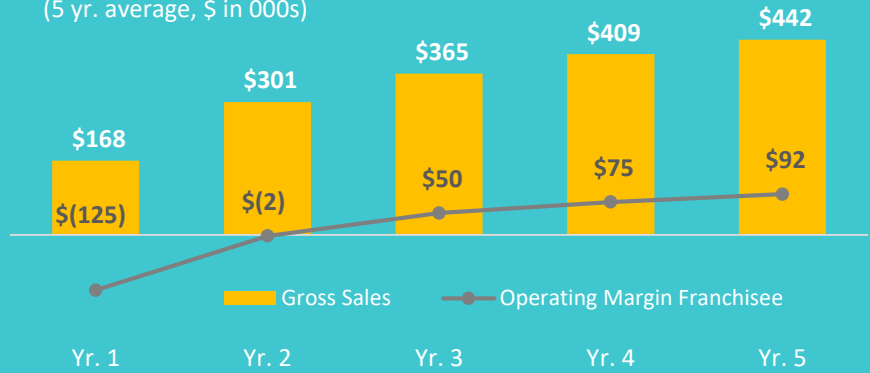


89% of franchise licenses sold in 2018 by RDs, compared to 49% in full year 2017 and 50% in 2016

Strong Franchisee Economics



Average System-wide Sales & Potential Franchisee Contribution (5 yr. average, \$ in 000s)



Solid Financial Foundation & Positive Cash Flow



Guidance as of March 7, 2019

Revenues:	26%-32% over \$31.8M
Adj. EBITDA ² :	67%-100% over \$3.0M
Franchised Clinic Openings:	70 to 80
Company-owned/Managed Clinic Openings:	8 to 12

This document contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties, many of which are beyond The Joint Corp.'s control. Actual results could differ materially and adversely from those anticipated in such forward-looking statements.

1. IBIS World Chiropractors Market Research Report, February 2019. | 2. Reconciliation of Adjusted EBITDA to GAAP earnings is included in the Q4 2018 investor deck at ir.thejoint.com/presentations