

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

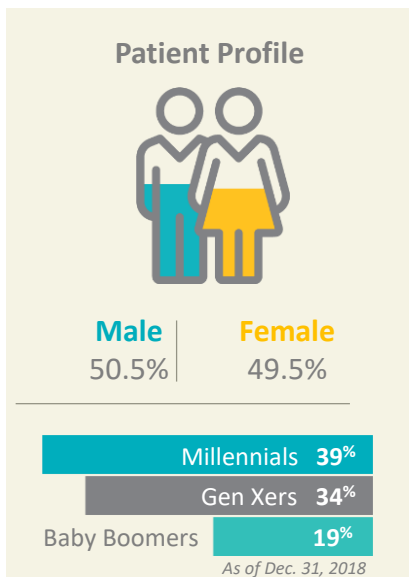
8-yr. Revenue CAGR = 83%¹ (thru 12/31/18) vs industry 1.2%¹



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

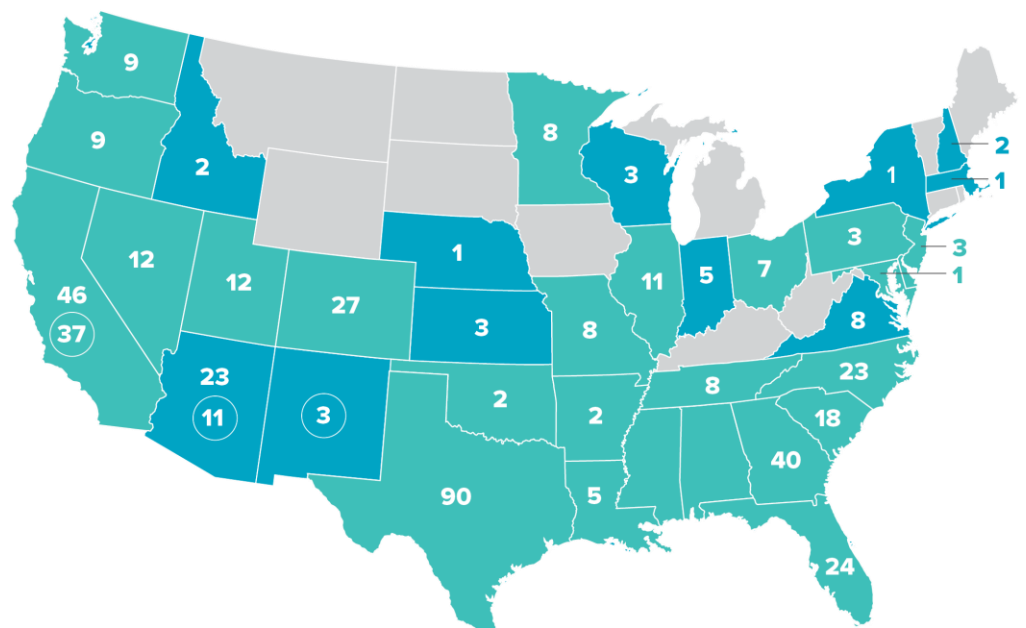
Potential national footprint of 1700+ clinics based on existing patient records



Stock Data

As of 8/8/2019

Nasdaq:	JYNT
Market Cap:	\$270.7M
Stock Price:	\$19.55
52 Week Price Range:	\$6.51 - \$21.80
Shares Outstanding:	13.8M
Public Float:	10.5M

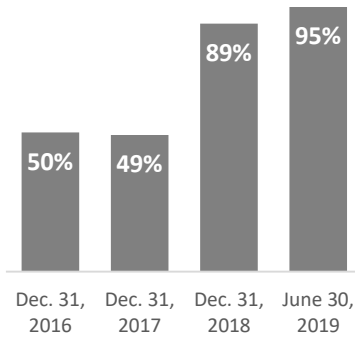


- Company-owned/Managed Clinics
- Regional Developer (RD) Territory Present
- No Regional Developer (RD) Present

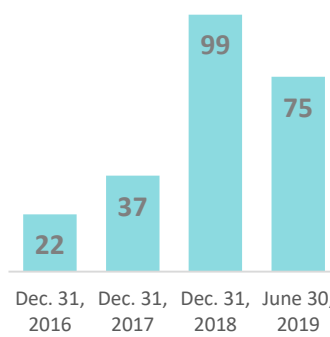
468 Clinics **33 States**

Accelerating Scale through Franchise Sales and Regional Developers

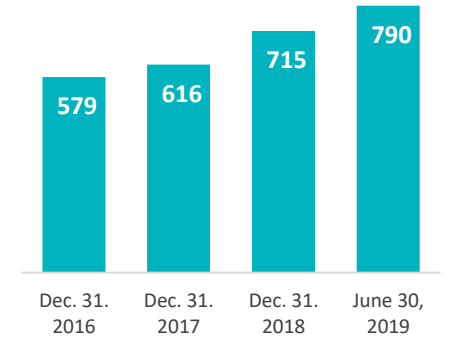
% of Sales by Regional Developers



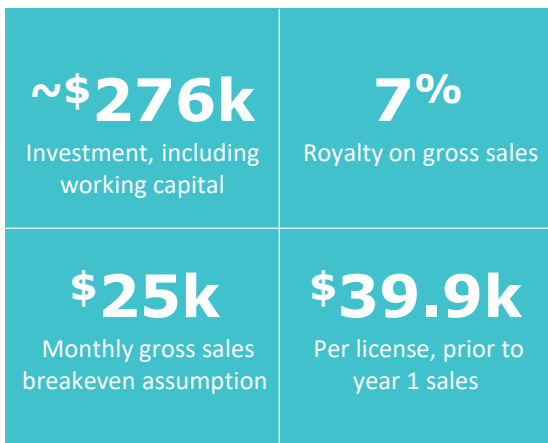
Franchise Licenses Sold Annually



Gross Cumulative Franchise Licenses Sold

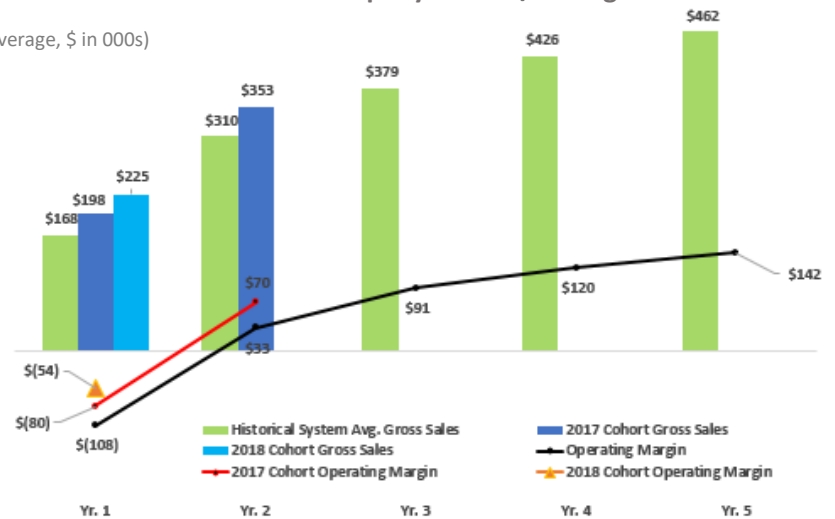


Strong Unit Economics



System-wide Sales & Potential Company Owned/Managed Contribution

(5 yr. average, \$ in 000s)



Reducing Average Clinic Estimated Time-to-Breakeven

18-24 Months
Historical

9 Months
2017

6 Months
2018 & 2019 Trend

Solid Foundation & Positive Cash Flow



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 included in the investor deck at ir.thejoint.com/presentations

Guidance as of August 8, 2019

Revenues 26%-32%
over \$36.7M

Adj. EBITDA² 67%-100%
over \$2.9M

Clinic Openings:
Franchised 70 to 80
over 47

Co.-owned/Managed 8 to 12
over 1