Q2 2024 Financial Results

As of June 30, 2024 | Reported on August 8, 2024

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. 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 2024 highest priorities of refranchising corporate clinics and improving unit economics; our plans to aggressively market clusters of clinics; our plans to increase clinic profitability, by embracing new innovation in operations, IT and marketing that leverage the size of our network on national and local levels; our belief that in 2024, we continue to positively influence the market, and as more and more people discover chiropractic care, our reach is boundless; our anticipation of the success of the fourth quarter of 2024 promotions; and our expectations 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. 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

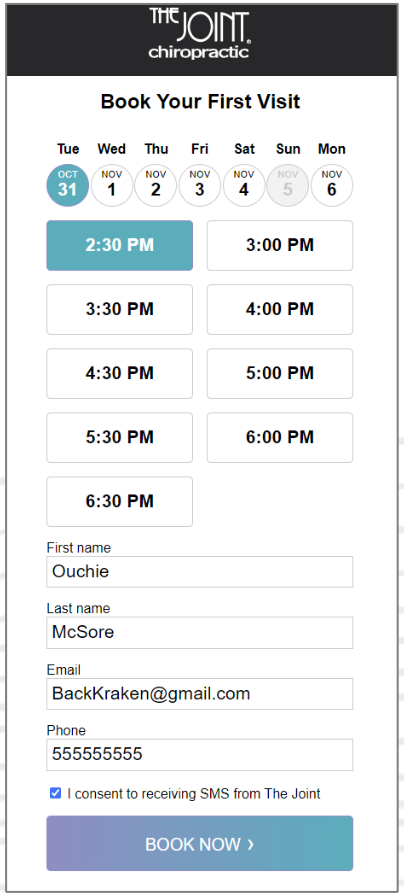
The Joint Corp. is a franchisor of clinics and an operator of clinics in certain states. In Arkansas, California, Colorado, District of Columbia, Florida, Illinois, Kansas, Kentucky, Maryland, Michigan, Minnesota, New Jersey, New York, North Carolina, Oregon, Pennsylvania, Rhode Island, South Dakota, Tennessee, Washington, West Virginia and Wyoming. The Joint Corp. and its franchisees provide management services to affiliated professional chiropractic practices.

Our mission is to **improve** quality of life through **routine** and **affordable** chiropractic care.

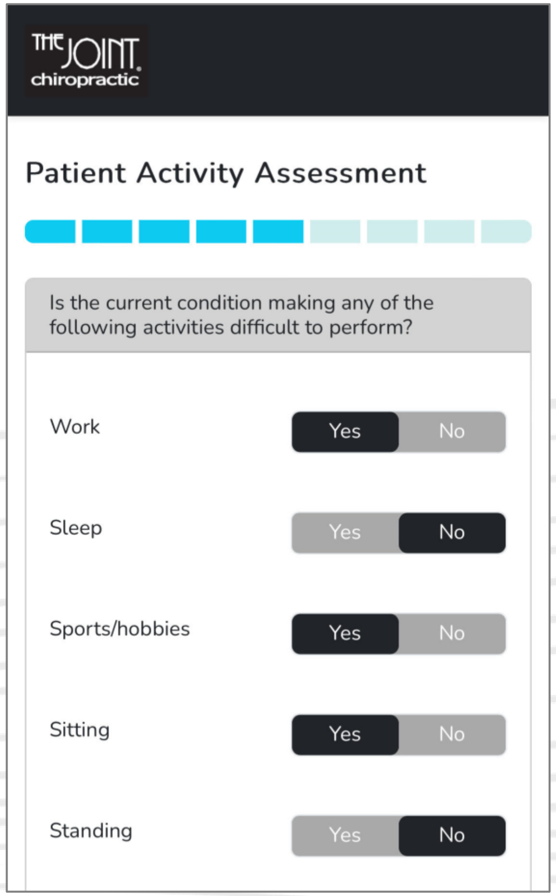
Embracing Innovation

Clinic in-a-Box

Initial Visit Bookings



Enhanced Digital Intake Forms



Refranchising Vast Majority of Clinics

Completed initial transactions:

- Sold into existing franchisees
- Executing Letters of Intent

Aggressively Marketing Clusters:

- Engaged with Capstone Partners
- Finalized Confidential Information Memo
- Vetting potential franchisees

Value maximization:

- Generates capital
- Increases franchise royalty revenue
- Reduces corporate costs

Building Brand Strategy

Leveraging unique strengths to

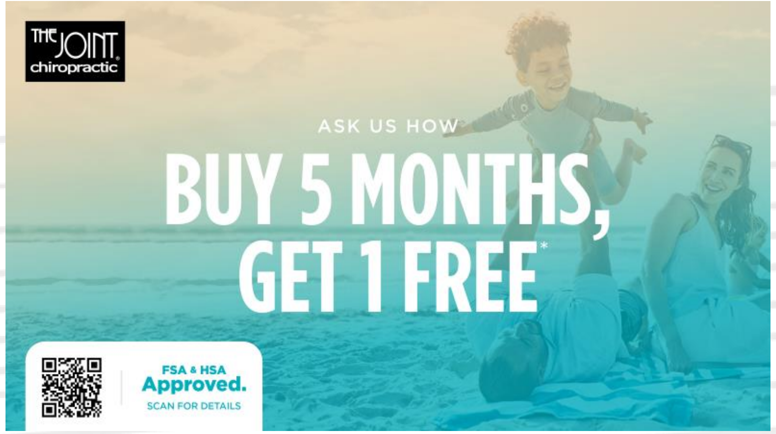
- Grow clinic profitability
- Patient loyalty

Executing new programs to

- Support awareness campaigns
- Amplify patient acquisition & retention
- Engage lapsed patients
- Increase referrals
- Improve conversion & attrition

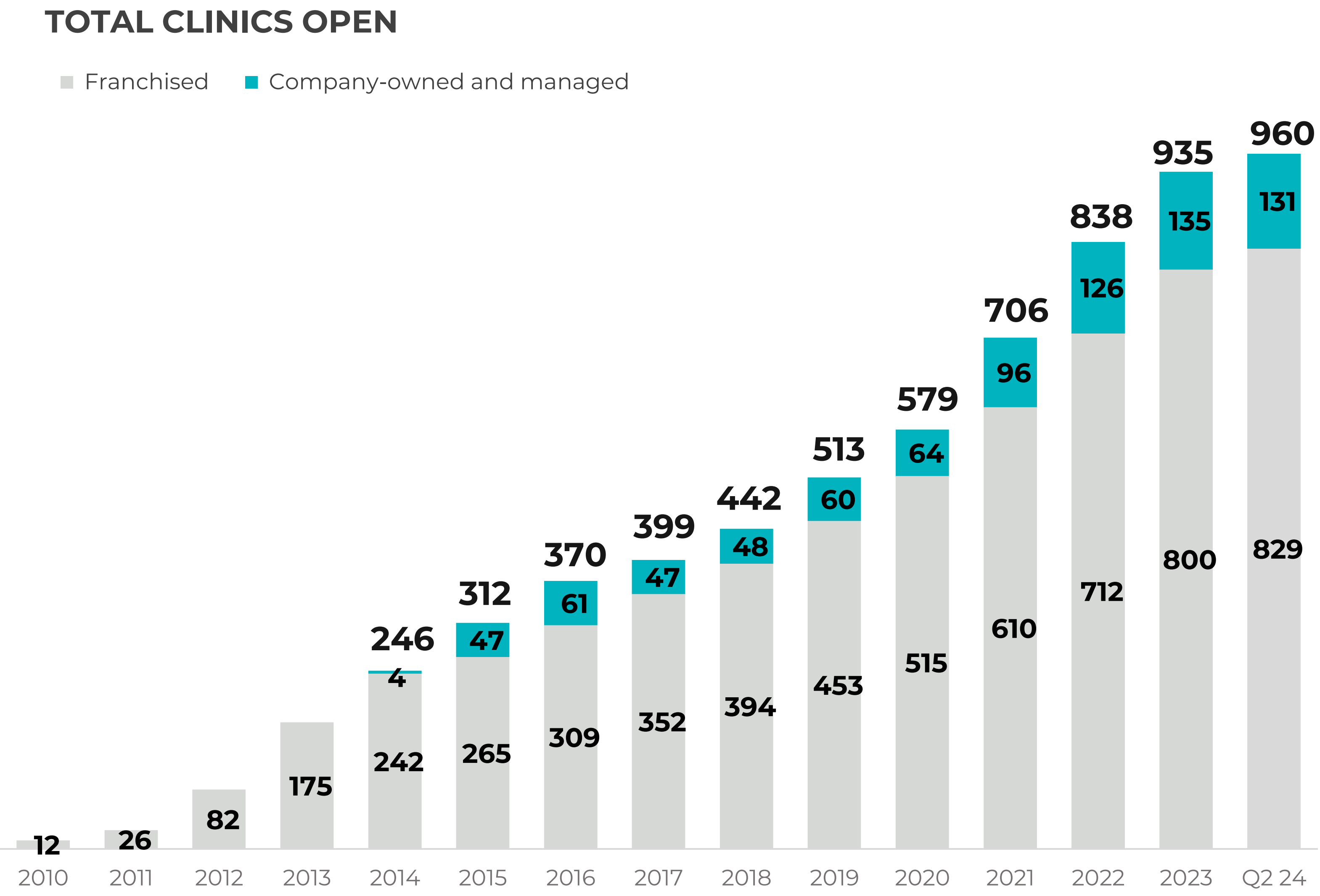
Targeting huge opportunity

- 1.67M active patients representing >1% of adults in the U.S.



Increasing Franchised Clinics

	Q2 24	Q2 23
Franchised Clinics Opened	9	23
Franchised Clinics Closed	1	4
Refranchised/ (Acquired) Clinics	2	(3)
Corporate Clinics Opened	0	3
Corporate Clinics Closed	2	2



Robust Development Pipeline

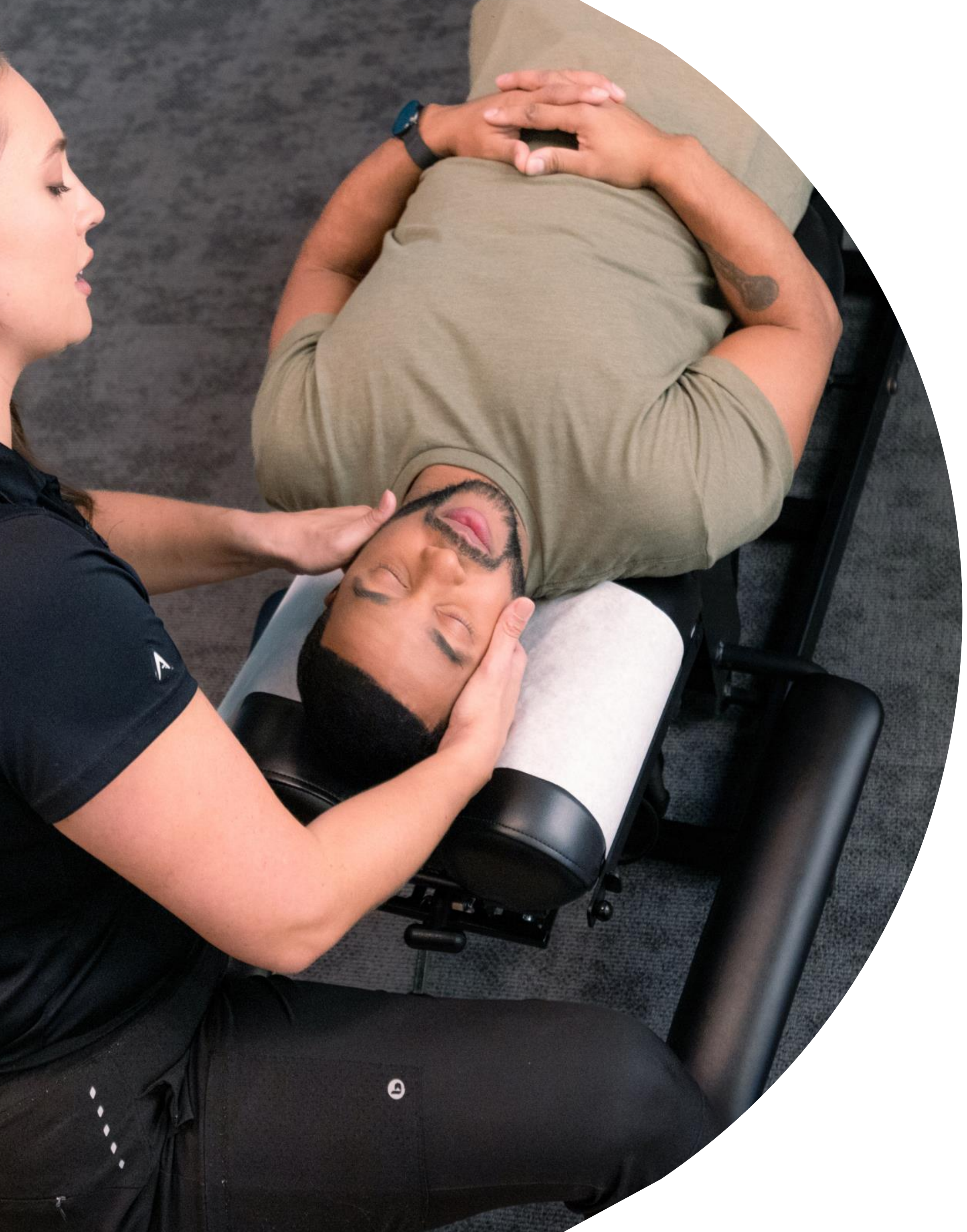
7 Franchise licenses sold in Q2 2024	**158** Clinics in active development [1] of June 30, 2024	**1,270** Gross cumulative franchise licenses sold [1] of June 30, 2024
29% Franchise licenses sold in Q2 2024 by regional developers	**59%** Of clinics supported by 17 RDs as of June 30, 2024[2]	**55%** Metropolitan statistical areas (MSAs) covered by RD territories as of June 30, 2024

[1] Of the 1,270 franchise licenses sold as of June 30, 2024, 158 are in active development, 829 are currently operating and the balance represents terminated licenses or closed clinics. | [2] In July, the Joint acquired the Maryland/DC regional developer territory.

Q2 2024 Financial Results as of June 30, 2024

$ in M [1]	Q2 2024	Q2 2023	Differences	
Revenue	$30.3	$29.3	$1.0	3%
• **Corporate clinics**	17.7	17.8	(0.2)	(1)%
• **Franchise fees and royalties**	12.6	11.5	1.1	10%
Cost of revenue	2.8	2.6	0.2	9%
Sales and marketing [2]	5.4	4.7	0.7	15%
Depreciation and amortization	1.5	2.3	(0.8)	(35)%
G&A [3]	22.6	19.9	2.7	13%
Loss on disposition or impairment [4]	1.4	0.1	1.3	NA
Operating income / (loss)	(3.5)	(0.4)	(3.1)	NA
Other income	0.1	(0.1)	(0.2)	NA
Net income / (loss)	(3.6)	(0.3)	(3.3)	NA
Adjusted EBITDA [5]	**2.1**	**3.2**	**(1.6)**	**(34)%**

1 Due to rounding, numbers may not add up precisely to the totals. | 2 Included the cost of an in-person franchisee conference. | 3 Included $1.5 million in legal expenses associated with a class action suit related to time and wages in California. | 4 The loss on disposition or impairment, including those corporate clinics that were announced to be held for sale.
5 Reconciliation of Adjusted EBITDA to GAAP earnings is included in the Appendix.



Strong Liquidity

$ in Ms	6/30/24	12/31/23
Unrestricted cash	$17.5	$18.2
Restricted cash	$1.2	$1.1
Available JP Morgan Chase LOC[1]	$20.0	$18.0

Cash flow for the six months end June 30, 2024:

- $1.8M from operations
- $224k from the net proceeds of the sales of clinics
- $(2.0)M repayment of JPMorgan Chase LOC in Q1 24
- $(657)k for ongoing IT capex and small refreshes for corporate clinics

[1] JPMorgan Chase LOC provides immediate access to $20M through February 2027.

YTD 2024 Financial Results as of June 30, 2024

$ in M [1]	6 mo.s 6/30/24	6 mo.s 6/30/23	Differences	
Revenue	$60.0	$57.6	$2.4	4%
• **Corporate clinics**	35.2	34.9	0.3	1%
• **Franchise fees and royalties**	24.8	22.7	2.1	9%
Cost of revenue	5.5	5.1	0.5	9%
Sales and marketing [2]	9.3	8.9	0.4	5%
Depreciation and amortization	2.9	4.5	(1.6)	(36)%
G&A [3]	42.8	39.9	2.9	7%
Loss on disposition or impairment [4]	1.7	0.2	1.5	NA
Operating income / (loss)	(2.4)	(1.0)	(1,4)	NA
Other income [5]	0.1	3.7	(3.6)	NA
Net income / (loss)	(2.6)	2.0	(4.7)	NA
Adjusted EBITDA [6]	**5.6**	**5.3**	**0.4**	**7%**

1 Due to rounding, numbers may not add up precisely to the totals. | 2 Included the cost of an in-person franchisee conference. | 3 Included $1.5 million in legal expenses associated with a class action suit related to time and wages in California. | 4 The loss on disposition or impairment, including those corporate clinics that were announced to be held for sale. | 5 Net income included the receipt of the employee retention credits of $3.9 million in Q1 2023.
6 Reconciliation of Adjusted EBITDA to GAAP earnings is included in the Appendix.

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-single 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.

Successful Annual Franchise Conference

inspire

influence

imagine

Leading Chiropractic Care Franchise Concept

Large & Growing Market

$20.5B on chiropractic
$8.5B out-of-pocket annual spend in US [1]

Attractive Asset-light Model

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

960 clinics at 6/30/24, revolutionizing access to chiropractic care since 2010

1 IBISWorld 2023 Chiropractors in the US Study, November 2023

THE JOINT chiropractic

Chari Hawkins

Three-time Olympian

Influencer for The Joint

IG Following: 959k

Performance Metrics and Non-GAAP Measures

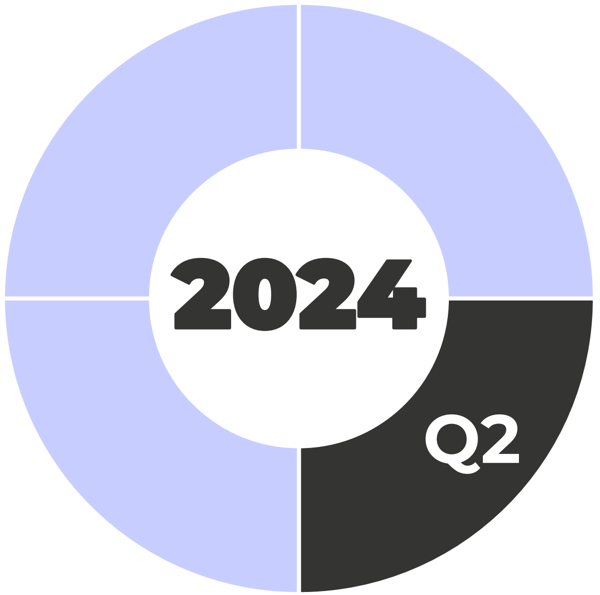
This presentation of commonly discussed performance metrics. System-wide sales include revenues at all clinics, whether operated by the company or by franchisees. While franchised sales are not recorded as revenues by the company, management believes the information is important in understanding the 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. System-wide comp sales include the revenues 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. Reconciliation of historical net income/(loss) to EBITDA and Adjusted EBITDA is presented in the table below. 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, litigation expenses (consisting of legal and related fees for specific proceedings that arise outside of the ordinary course of our business) 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 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.

Q2 2024 Segment Results as of Jun. 30, 2024

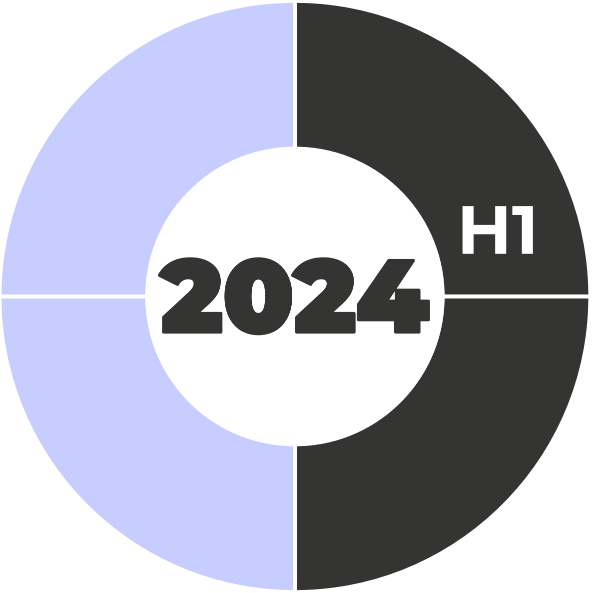
$ in 000s



	Corporate Clinics	Franchise Operations	Unallocated Corporate	The Joint Consolidated
Total Revenues	17,649	12,612	-	**30,261**
Total Operating Costs	17,898	8,674	7,187	33,759
Operating Income (Loss)	(249)	3,938	(7,187)	(3,498)
Other Income Expense, net	(1)	-	80	80
Income (Loss) Before Income Tax Expense	(249)	3,938	(7,107)	(3,418)
Total Income Taxes	-	-	178	178
Net Income (Loss)	(249)	3,938	(7,285)	**(3,596)**
Net Interest Expense	1	-	(80)	(80)
Income Taxes	-	-	178	178
Total Depreciation and Amortization Expense	1,212	234	78	1,524
EBITDA	963	4,172	(7,109)	**(1,974)**
Stock Based Compensation Exp	-	-	552	552
Loss on Disposition/Impairment	1,435	-	1	1,435
Acquisition Expenses	-	479	-	479
Restatement Costs	-	-	-	-
Restructuring Costs	106	-	38	144
Litigation Expenses	-	-	1,490	1,490
Other Expense, net	-	-	-	-
Adjusted EBITDA	2,504	4,651	(5,028)	**2,126**

YTD 2024 Segment Results as of Jun. 30, 2024

$ in 000s



	Corporate Clinics	Franchise Operations	Unallocated Corporate	The Joint Consolidated
Total Revenues	35,186	24,796	-	**59,983**
Total Operating Costs	33,948	15,520	12,922	62,390
Operating Income (Loss)	1,238	9,276	(12,922)	(2,408)
Other Income Expense, net	(1)	-	117	116
Income (Loss) Before Income Tax Expense	1,237	9,276	(12,805)	(2,292)
Total Income Taxes	-	-	357	357
Net Income (Loss)	1,237	9,276	(13,162)	**(2,649)**
Net Interest Expense	1	-	(117)	(116)
Income Taxes	-	-	357	357
Total Depreciation and Amortization Expense	2,316	453	159	2,928
EBITDA	3,554	9,729	(12,763)	**520**
Stock Based Compensation Exp	-	-	1,045	1,045
Loss on Disposition/Impairment	1,796	-	1	1,797
Acquisition Expenses	-	479	-	479
Restatement Costs	-	-	-	-
Restructuring Costs	209	28	64	301
Litigation Expenses	-	-	1,490	1,490
Other Expense, net	-	-	-	-
Adjusted EBITDA	5,559	10,236	(10,162)	**5,633**

GAAP – Non-GAAP Reconciliation

$ in 000s

	Q1-23	Q2-23	Q3-23	Q4-23	FY23	Q1-24	Q2-24	FY24
Total Revenue	28,301	29,307	29,474	30,614	117,696	29,722	30,261	59,983
Total Cost of Revenue	2,475	2,596	2,604	2,872	10,547	2,716	2,827	5,543
Gross Profit	**$ 25,826**	**$ 26,712**	**$ 26,870**	**$ 27,742**	**$ 107,150**	**$ 27,006**	**$ 27,434**	**$ 54,440**
Sales & Marketing	4,160	4,708	4,301	3,373	16,542	3,886	5,402	9,288
Depreciation/Amortization Expense	2,215	2,329	2,349	1,689	8,582	1,404	1,524	2,928
Other Operating Expenses	20,104	20,049	21,118	22,828	84,099	20,626	24,006	44,632
Total Other Income (Expense)	3,821	(107)	(6)	3	3,712	36	80	116
Total Income Taxes	842	(161)	(188)	10,898	11,391	179	178	357
Net Income (Loss)	**$ 2,326**	**$ (320)**	**$ (716)**	**$ (11,042)**	**$ (9,752)**	**$ 947**	**$ (3,596)**	**$ (2,649)**
Net Interest Expense	50	15	6	(3)	67	(36)	(80)	(116)
Income Taxes	842	(161)	(188)	10,898	11,391	179	178	357
Depreciation and Amortization Expense	2,215	2,329	2,349	1,689	8,582	1,404	1,524	2,928
EBITDA	**$ 5,433**	**$ 1,863**	**$ 1,451**	**$ 1,541**	**$ 10,288**	**$ 2,494**	**$ (1,974)**	**$ 520**
Stock Based Compensation	266	417	526	528	1,738	493	552	1,045
Loss on Disposition/Impairment	65	144	905	1,518	2,633	362	1,435	1,797
Acquisition Expenses	142	716	15	-	873	-	479	479
Restatement Costs	-	-	-	380	380	-	-	0
Restructuring Costs	-	-	-	73	73	157	144	301
Litigation Expenses	-	-	-	-	-	-	1,490	1,490
Other (Income)/Expense, net	(3,871)	92	-	-	(3,779)	-	-	0
Adjusted EBITDA	**$ 2,035**	**$ 3,232**	**$ 2,897**	**$ 4,041**	**$ 12,206**	**$ 3,507**	**$ 2,126**	**$ 5,633**

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

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