

Differentiated Business Model



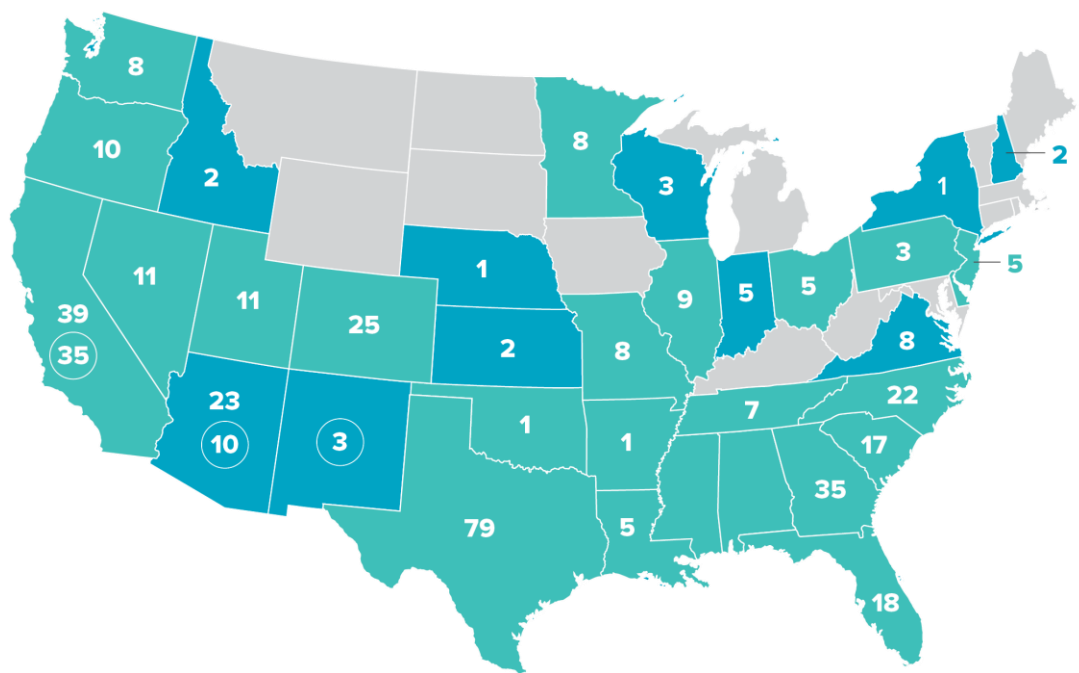
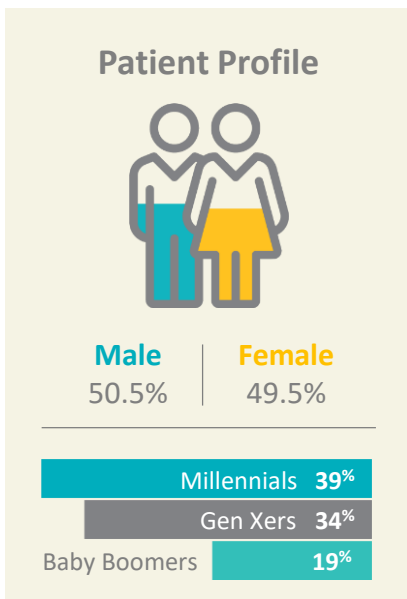
- 1** Bringing quality, convenient and affordable chiropractic care to retail (\$26 average cost vs \$74 insurance co-pay)
- 2** Employing proven concierge-style membership-based model: retail setting, no appointment, walk-in only, no insurance
- 3** Serving patients seeking pain relief and ongoing health and wellness in an open bay setting

Strong Industry Dynamics & Clinic Network Performance

7-yr. Revenue CAGR = 92% (thru 12/31/17) vs industry 1.6%¹



Nationwide Brand & Comp Sales Drive Shareholder Value



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

422 Clinics **31 States**

Stock Data
 As of 11/30/2018 Nasdaq: JYNT
 Recent Price: \$7.78
 52 Week Price Range: \$4.67 - \$9.64
 Shares Outstanding: 13.73 M
 Public Float: 11.1 M

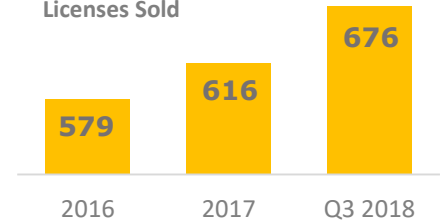
Regional Developers



Franchise License Sales

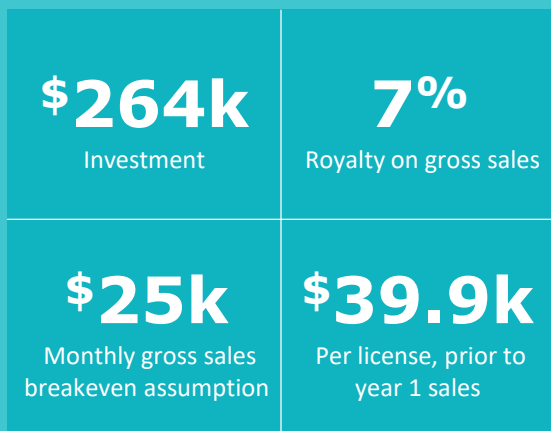


Gross Cumulative Franchise Licenses Sold

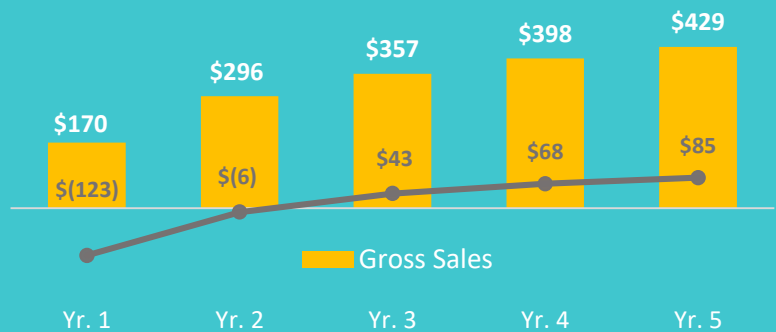


83% of franchise licenses sold in 2018 by RDs, compared to 49% in full year 2017

Strong Franchisee Economics



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



Solid Financial Foundation & Positive Cash Flow

System-wide
Comp Sales
% Growth



\$26.5M
In federal net
operating loss (NOL)

Guidance as of Nov. 8, 2018

New Clinic Openings² 40 to 50

Revenues: \$31.0M - \$32.0M

Adjusted EBITDA³ \$2.5M - \$3.5M

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, June 2018

2. Existing clinic acquired in April 2018 from franchisees neutral to total clinic count

3. Reconciliation of Adjusted EBITDA to GAAP earnings is included in the Q3 2018 investor deck at ir.thejoint.com/presentations