



Investor Presentation | March 31, 2021 as of May 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, 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 March 31, 2021 on or around May 7, 2021. 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," "would," "will," and similar expressions are intended to identify such forward-looking statements 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, 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



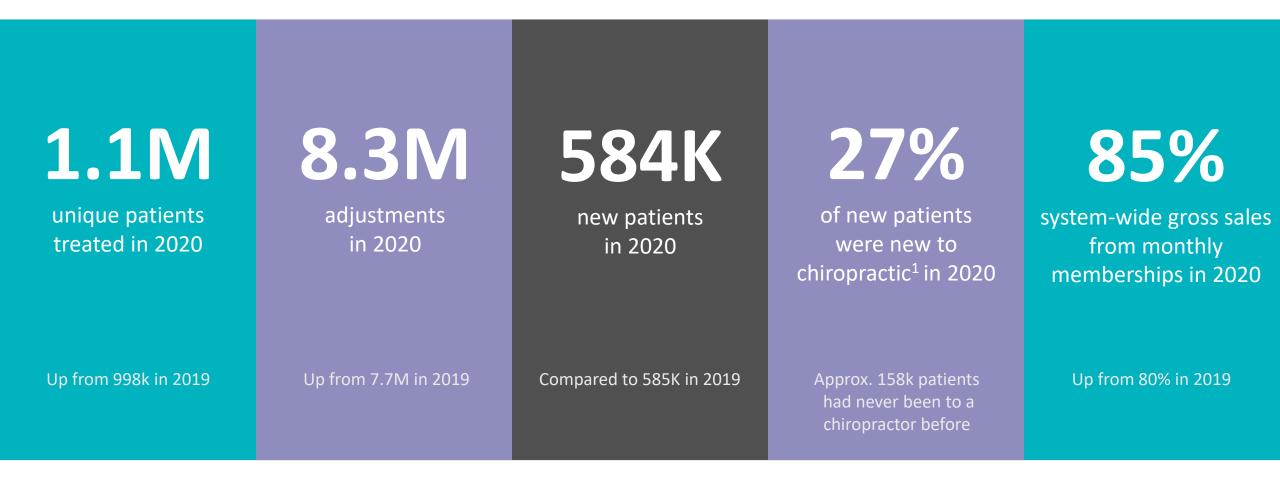
Serving patients seeking pain relief and ongoing health and wellness



OUR CLINICS

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

Disruptive Business Model Continues to Thrive



¹ New patient survey completed February 2021.

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



Upside for Future Growth

\$16B growing chiropractic market¹

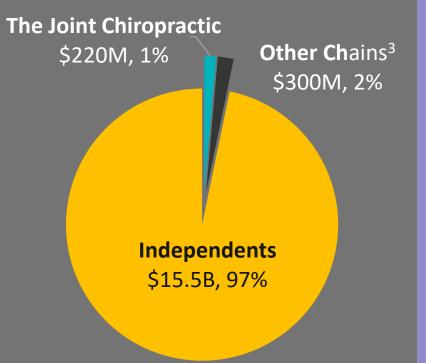




¹ IBIS World Chiropractors Market Research Report; February 2019

Substantial Opportunity for Market Share Growth

- Annual spending on back pain: \$90B¹
- Chiropractic care: \$16B²
- Total chains make up ~3% of chiropractic³
- By contrast, dentistry chains (DSOs) account for nearly 12%⁴



Chiropractic Is a Natural Solution

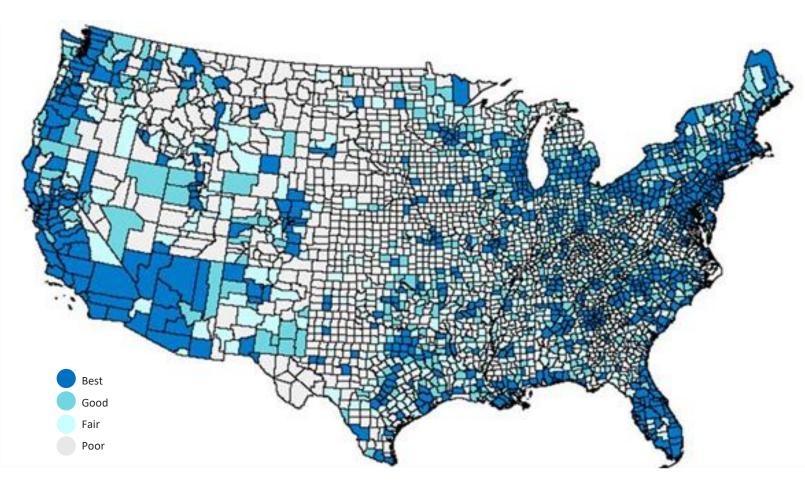
- Chiropractic is a part of the first line of therapy⁵
- Patients who visit a chiropractor are 49% less likely to receive an opioid prescription⁶
- Patients who visit a chiropractor first had 90% decreased odds of early and long-term opioid use⁷



¹ Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2016-17 Edition; ² IBIS US Industry Report, Chiropractors in the US, April 2020; ³ Internal Chiropractic Competitive Analysis, August 2019; ⁴ Apex Reimbursement Specialists, Inc.., 2018 ⁵ American College of Physicians and Journal of American Medical Association; ⁶ Yale Center for Medical Informatics, presented at American Academy of Pain Medicine's 2019 Annual Meeting and reported in *Medscape Medical News*; ⁷ American Chiropractic Association on low back pain, 2019.

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



The Joint: The Industry Leader with Momentum Building

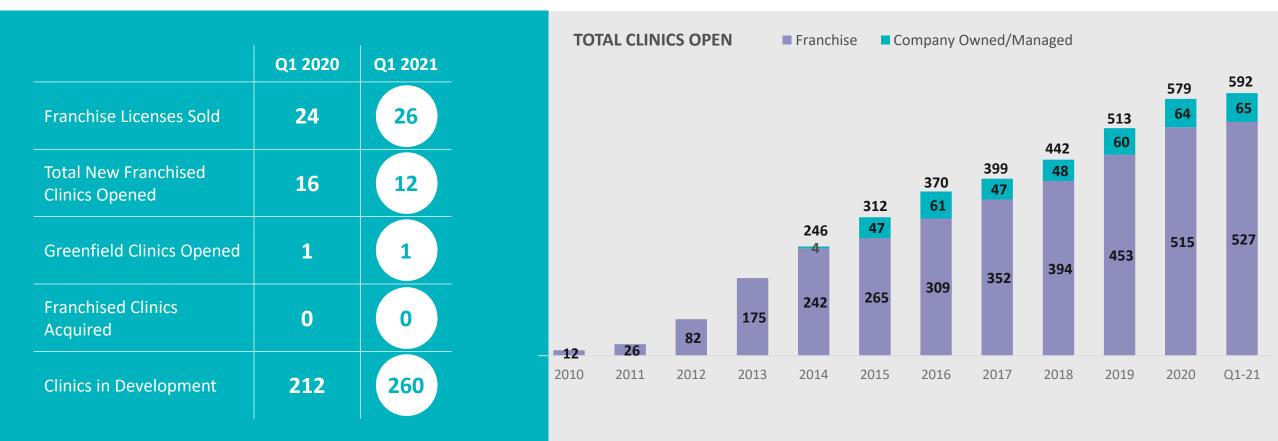
Companies	Clinics at 3/31/21	Clinics at 12/31/17	Change in Clinics	States	Franchise	Owned/ Managed	Insurance	Private Pay
The Joint Corp.	592	399	193	33	✓	✓		×
HealthSource Chiropractic	151	295	(144)	35	✓		✓	
Airrosti	126	177	(51)	4		✓	✓	~
ChiroOne	72	41	31	5		 Image: A second s	✓	
100% Chiropractic	47	*	*	12	✓		×	×
AlignLife Chiropractic	31	23	8	10	✓	×	 ✓ 	
Chiropractic Company	20	*	*	1		×	×	
Aligned Modern Health	18	*	*	1		 Image: A second s	✓	
20 Dollar Chiropractic	11	*	*	1	✓			×
Chiro Now!	10	*	10	1	✓	 Image: A second s		×
ChiroWay	9	8	1	2	✓			×
Chiropractic Partners	8	*	*	1		 Image: A set of the set of the	✓	×
NuSpine	5	3	2	3	✓			×
Express Chiropractic	5	0	5	1	✓			×
SnapCrack Chiropractic	5	*	*	1	~			×
Simply Chiropractic	2	7	(5)	2	✓			×
Independent Offices	40,150	39,527	623	50		×	Varies	Varies



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

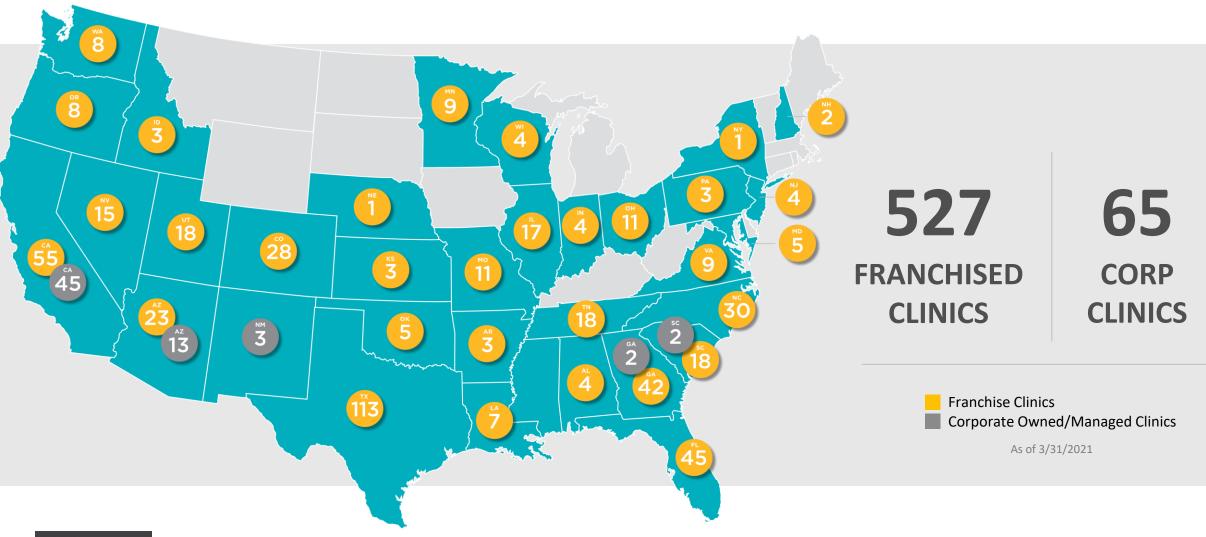
* Historical information unknown.

Surpassed 600 Clinics in April 2021, Driving to 1,000 Clinics by the End of 2023





National Footprint: Corporate & Franchise Clinics



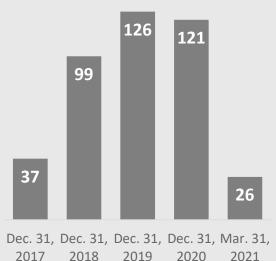


The Joint Corp. | NASDAQ: JYNT

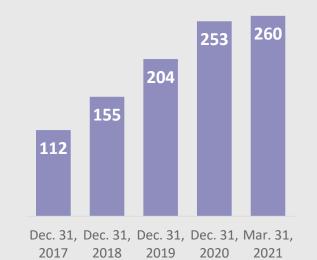
Franchise License Sales Drive Growth

26 Franchise Licenses Sold in Q1 2021

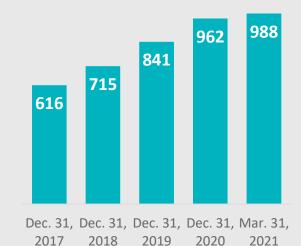
Franchise Licenses Sold Annually



Clinics in Active Development¹



Gross Cumulative Franchise Licenses Sold¹



- 81% sold by RDs in 2020
- 68% of clinics supported by 21 RDs at Mar. 31, 2021
- RDs cover 57% of Metropolitan Statistical Areas (MSAs) at Mar. 31, 2021



¹ Of the 988 franchise licenses sold as of March 31, 2021, 260 are in active development, 592 are currently operating and the balance represents terminated/closed licenses.

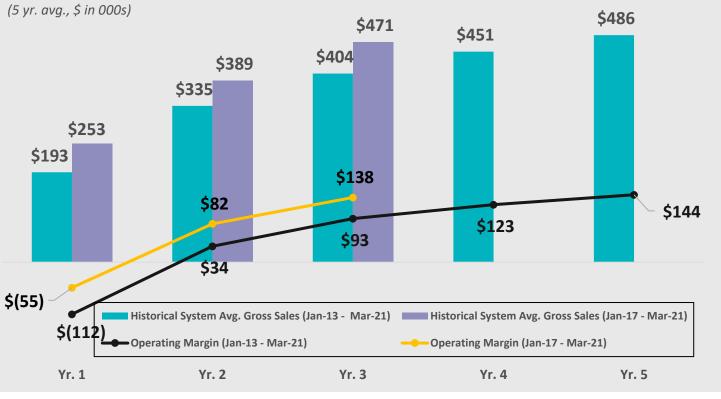
Continued Improvement to Clinic Economics

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 \$25K 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





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.

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. ² Reconciliation of Adjusted EBITDA to GAAP earnings is included in the Appendix.

Raising 2021 Financial Guidance

\$ in M	2020 Actual	2021 Low Guidance	2021 High Guidance
Revenues ¹	\$58.7	\$73.5	\$77.5
Adjusted EBITDA ^{1,2}	\$9.1	\$11.0	\$12.5
New Franchised Clinic Openings	70	80	100
New Company-owned/Managed Clinics ³	4	20	30



¹ The guidance provided on March 5, 2021: Revenue expected between \$73M and \$77M and Adjusted EBITDA expected between \$10.5M and \$12M. ²Reconciliation of Adjusted EBITDA to GAAP earnings is included in the appendix. | ³ Through a combination of both greenfields and buybacks.

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.



The Joint Corp. 10-yr. CAGR 70%¹ vs. Industry CAGR 1.4%^{2*}



¹ For the period ended Dec. 31, 2020 | ² IBIS US Industry Report, Chiropractors in the US, April 2020 - CAGR projected 2020-2025.

Appendix



Q1 2021 Financial Results

\$ in M ¹	Q1 2021	Q1 2020	Differe	ences
Revenue Corporate clinics Franchise fees 	\$17.5 9.5 8.0	\$13.6 7.3 6.3	\$3.9 2.2 1.7	29% 30% 27%
Cost of revenue	1.8	1.5	0.3	19%
Sales and marketing	2.5	2.1	0.4	21%
Depreciation and amortization	1.2	0.7	0.5	79%
G&A	10.1	8.7	1.4	16%
Operating Income	2.0	0.8	1.2	162%
Tax Benefit	0.4	0.1	0.3	354%
Net Income/(Loss)	2.3	0.8	1.5	82%
Adj. EBITDA ³	3.5	1.6	1.8	108%

Unrestricted cash \$17.8M at Mar. 31, 2021, compared to \$20.6M at Dec. 31, 2020



¹ Due to rounding, numbers may not add up precisely to the totals. ² Recognized the reversal of the tax valuation allowance of \$8.9 million. ³ Reconciliation of Adjusted EBITDA to GAAP earnings is included in the Appendix.

Full Year 2020 Financial Results

Unrestricted cash \$20.6M at Dec. 31, 2020, compared to \$8.5M at Dec. 31, 2019

\$ in M ¹	2020	2019	Differe	nces
Revenue Corporate clinics Franchise fees 	\$58.7 31.8 26.9	\$48.5 25.8 22.6	\$10.2 6.0 4.3	21% 23% 19%
Cost of revenue	6.5	5.6	0.9	17%
Sales and marketing	7.8	6.9	0.9	13%
Depreciation and amortization	2.7	1.9	0.8	44%
G&A	36.2	30.7	5.5	18%
Operating Income	5.5	3.4	2.1	61%
Tax Benefit ²	7.9	0.0	7.9	na
Net Income / (Loss)	13.2	3.3	9.9	296%
Adj. EBITDA ³	9.1	6.2	2.9	47%



¹ Due to rounding, numbers may not add up precisely to the totals. ² Recognized the reversal of the tax valuation allowance of \$8.9 million. ³ 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
 Lead Director, Executive Chair KidKraft, Inc. Chair, Mid Ocean Ptrs. PE Consumer Group Ind. Dir., Hudson's Bay Co. & Treehouse Foods Varsity Brands, Collective Brands, Cole Haan Roark Capital & TPG Capital Pres. Appointee, House Advisory Council on Trade Policy Negotiation 	 Advisory Board Chair, APFI P&G Franchising Initiatives Mail Boxes Etc. (now The UPS Store) Intl. Franchise Assn. (IFA) Marine Corps Captain, National Veterans' Admin., Marine Military Academy, Marine Corps Heritage Fdn. Meineke Car Care Centers Zig Ziglar Corp WSI of Canada 	 COO & CFO Aura Ventures Alkaline Water Co. NanoFlex Power Corp. Amazing Lash Studio CFO & franchisee Deloitte & Touche 	 Chief HR Officer, Aspen Dental Mgmt Davis Vision Companies 	 Pres. & CEO, The Joint Corp. Tasti D-Lite Great Hill Partners Mail Boxes, Etc. (now The UPS Store) Director Intl. Franchise Assn. (IFA) Chair, International Affairs Network (IAN) 	 EVP & CIO, Technologent Discount Tire Company Red Rock Resorts Starbucks Corp. 	 Founder, Managing Partner, & PM, Glenhill Capital Advisors Design within Reach Centric Brands Restoration Hardware Cumberland Associates 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



Strong Leadership Team in Place

Peter D. Holt	Jake Singleton	Jorge Armenteros	Jason Greenwood	Amy Karroum	Eric Simon	Manjula Sriram	Mark J. 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	 VP, Operations McDonald's Dunkin' Donuts Baskin Robbins Pollo Campero 	 VP, Marketing Peter Piper Pizza Robeks Juice Young & Rubicam Group 	 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, Technology Vail/Versay Early Warning Walgreens United Airlines US Foods ISASA Certified Data Privacy Solutions Engineer 	 VP, Real Estate & Construction Panda Restaurant Group Executive Retail Real Estate Consultant and Advisor- Self Employed CVS/Caremark 	 Exe. Dir. of Chiropractic & Compliance Arizona State Board of Chiropractic Northwestern Health Sciences University International Chiropractors Assn. American Chiropractic Assn.
MA, Univ. of London BA, Univ. of Washington	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, Keller Graduate School of Management BS, Univ. of Wisconsin	MBA, Wayne State University BA, 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	592 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	11%
Millennial	44%
Gen X	30%
Baby Boomer	15%
Gender	
Female	49%





¹ Patients who visited The Joint Chiropractic in 2019

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Transformative Opportunity for Chiropractors

	Industry	The Joint	
Starting Salary	\$30K - \$40K ¹	\$65K - \$85K plus bonus potential 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, Occupational Outlook Handbook, 2016-17 Edition 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.



Q1 2021 Segment Results

		rporate Clinics	anchise erations	llocated rporate	The Joint Consolidated		
	Total Revenues	\$ 9,468	\$ 8,077	\$ 3	\$	17,548	
	Total Operating Costs	(8,119)	(4,229)	(3,228)		(15,576)	
	Operating Income (Loss)	1,349	3,848	(3,225)		1,972	
Q1	Other Income (Expense), net	 (3)	 -	 (19)		(22)	
~-	Loss Before Income Tax Expense	1,346	3,848	(3,244)		1,950	
	Total Income Taxes	 -	 -	 (364)		(364)	
	Net Income (Loss)	1,346	3,848	(2,880)		2,314	
	Net Interest	 3	 -	 19		22	
	Income Taxes	-	-	(364)		(364)	
	Total Depreciation and Amortization Expense	1,094	0	76		1,170	
	EBITDA	 2,443	3,848	(3,149)		3,142	
	Stock Based Compensation Exp	 -	-	 246		246	
	Bargain Purchase Gain	-	-	-		-	
	Loss on Disposition/Impairment	65	-	-		65	
	Acquisition Expenses	 -	 -	 6		6 4	
	Adjusted EBITDA	 2,508	 3,848	 (2,897)		3,459	

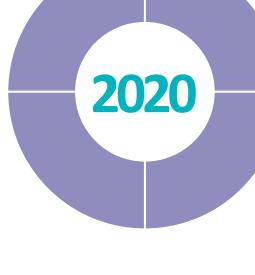


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2021

2020 Segment Results

	orporate Clinics	anchise erations	 allocated orporate	he Joint Isolidated
Total Revenues	\$ 31,771	\$ 26,909	\$ 2	\$ 58,683
Total Operating Costs	(27,262)	(14,348)	(11,581)	(53,191)
Operating Income (Loss)	 4,509	12,561	(11,578)	5,492
Other Income (Expense), net	 (10)	6	(75)	(79)
Income (Loss) Before Income Tax Expense	 4,499	12,567	 (11,653)	5,413
Total Income Taxes	-	-	(7,755)	(7,755)
Net Income (Loss)	 4,499	 12,567	 (3,899)	13,167
Net Interest	10	(6)	75	79
Income Taxes	-	-	(7,755)	(7,755)
Total Depreciation and Amortization Expense	 2,503	 1	 230	2,734
EBITDA	 7,012	 12,563	 (11,348)	 8,227
Stock Based Compensation Exp	-	0	886	886
Bargain Purchase Gain	-	-	-	-
(Gain) Loss on Disposition/Impairment	(50)	-	(1)	(51)
Acquisition Expenses	 1	 -	 40	42
Adjusted EBITDA	 6,964	 12,563	 (10,424)	 9,103





GAAP – Non-GAAP Reconciliation

	C	21-19	(Q2-19	(Q3-19	(Q4-19	FY19		Q1-20	Q2-20	(Q3-20	Q4-20	FY	20	C	Q1-21
Total Revenue		10,679		11,170		12,726		13,875	48,451		13,644	12,590		15,411	17,038	58,	,683		17,548
Total Cost of Revenue		1,206		1,299		1,427		1,634	5,566		1,486	1,368		1,712	1,941	6,	,507		1,765
Gross Profit	\$	9,473	\$	9,871	\$	11,300	\$	12,241	\$ 42,885	\$	12,158	\$ 11,222	\$	13,698	\$ 15,097	\$ 52,	,176	\$	15,783
Sales & Marketing		1,506		1,769		1,793		1,845	6,914		2,055	1,784		1,846	2,120	7,	,804		2,489
Depreciation/Amortization Expense		366		404		538		591	1,899		654	693		714	673	2,	,734		1,170
Other Operating Expenses		<mark>6,658</mark>		7,209		8,324		8,465	30,656		<mark>8,</mark> 695	8,487		9,433	9,527	36,	,142		10,186
Total Other Income (Expense)		8		(15)		(20)		(16)	(43)	(4)	(25)		(26)	(26)		(82)		13
Total Income Taxes		(1)		10		7		33	49		(66)	118		76	(7,882)	(7,	,755)		(364)
Net Income (Loss)	\$	953	\$	462	\$	617	\$	1,292	\$ 3,324	\$	815	\$ 116	\$	1,604	\$ 10,633	\$ 13,	,167	\$	2,314
Net Interest		12		15		17		18	62		4	25		26	24		79		22
Income Taxes		(1)		10		7		33	49		(66)	118		76	(7,882)	(7,	,755)		(364)
Depreciation and Amortization Expense		366		404		538		591	1,899		654	693		714	673	2,	,734		1,170
EBITDA	\$	1,329	\$	892	\$	1,179	\$	1,934	\$ 5,333	\$	1,408	\$ 952	\$	2,420	\$ 3,447	\$8,	,227	\$	3,142
Stock Based Compensation		172		179		186		184	721		250	216		212	207		886		246
Bargain Purchase Gain		(19)		-		-		-	(19)	-	-		-	-		-		-
(Gain) Loss on Disposition/Impairment		105		(18)		30		(2)	114		1	(55)		-	2		(51)		65
Acquisition Expenses		(0)		3		33		11	47		-	-		-	42		42		6
Adjusted EBITDA	\$	1,586	\$	1,056	\$	1,428	\$	2,126	\$ 6,196	\$	1,659	\$ 1,113	\$	2,632	\$ 3,698	\$ 9,	,103	\$	3,459



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