THE FUTURE IS MODERN ACUPUNCTURE®

JOIN ONE OF THE FASTEST GROWING FRANCHISES IN ALTERNATIVE HEALTHCARE

PAIN | STRESS | BEAUTY

modacu.com
THE MODERN ACUPUNCTURE® MISSION IS:

TO MAKE YOUR LIFE BETTER.

We do not take our mission lightly—from our corporate office to each clinic experience across the nation, we strive to make lives better.

We have a 20+ year track record of creating sustainable brands backed by operating systems that result in loyal and successful franchisees. Our approach to acupuncture is simple and innovative.

We deliver an affordable recurring membership model for acupuncture, in first-class, high traffic retail shopping centers with convenient hours, including evenings and weekends.
JOIN ONE OF THE FASTEST GROWING FRANCHISES IN ALTERNATIVE HEALTHCARE

Modern Acupuncture® is the perfect opportunity to combine an entrepreneurial spirit with a proven and successful franchise model. Our founders have over 45 years combined experience of successfully developing franchises in under-developed healthcare markets.

Modern Acupuncture® is more than just health, more than the feeling of relief and more than the rejuvenation of beauty. It’s a state of happiness, it’s a state of well-being. It’s a proactive lifestyle and mindset.
WHY ACUPUNCTURE?

Acupuncture is part of the ever-growing “alternative” medicine industry, which is estimated to be worth an astounding $197 billion by 2025.

More than 14-million people have tried the millennia-old Chinese practice and many doctors hope it can be an effective alternative to opioids for pain management—which could be the reason the proportion of Veterans Health Administration facilities that offer acupuncture has gone from 42 percent to 88 percent over the past seven years.

The World Health Organization (WHO) supports the use of acupuncture as a treatment for numerous health conditions and continues to research more.

Learn more at the official WHO website regarding integrative and complementary medicine.

THE CURRENT STATE OF ACUPUNCTURE

WHAT’S WRONG WITH ACUPUNCTURE TODAY?

• Professional acupuncture clinics are rarely found in highly visible convenient locations.

• Acupuncture isn’t typically affordable for most families.

• Acupuncture clinics often have limited hours that aren’t convenient for patients.

• Existing acupuncture clinics don’t spend adequate time or resources on patient education.

• Acupuncture is unorganized, fragmented, and under-delivered.

THE OPPORTUNITY

HOW CAN WE IMPROVE ACUPUNCTURE?

• Deliver acupuncture in a way that has never been done before.

• Make acupuncture convenient, affordable and accessible.

• Offer better hours of operation: nights and weekends.

• Have acupuncture clinics open 6/7 days a week.

• Provide affordable pricing options.

• Scale nationally, yielding marketing efficiencies and brand awareness for the first time in the history of acupuncture in the U.S.
The World Health Organization (WHO) states that acupuncture is one of the fastest growing health care segments in the world.

49 Locations currently open

Acupuncture has failed to penetrate major markets such as pain, depression, cosmetic, and wellness in the U.S., but is now being widely recognized as a needed solution for drug-free relief.

There are approximately 35,000 Licensed Acupuncturists in the United States.

Turn-key build out and locations in grocery anchored, high foot traffic shopping centers (preferred 1200 to 1600 sq. ft.)

National scale - marketing consistency, operational standards and brand awareness for the first time in history for acupuncture.

Minimal number of employees to manage between the Acupuncturists and Zen Advisors.
MODERN ACUPUNCTURE® IS A SIMPLE BUSINESS MODEL

We have taken the oldest medicine in the world (2,500+ years) which is still being practiced, Acupuncture and “Modernized” the delivery, convenience, accessibility, and affordability, in an upscale relaxing environment.

UNMATCHED EXPERIENCE

Modern Acupuncture® offers a unique and unmatched acupuncture experience and value proposition that is superior to the competition.

Each nationwide location offers the natural health and beauty benefits of acupuncture in highly accessible locations. Our retreat like setting allows you to relax and escape from your day, while experiencing the healing benefits of acupuncture. With hours convenient to a busy schedule and prices that afford patients the care they need, Modern Acupuncture® is a business model that appeals to everybody.

CONVENIENT HOURS
including evenings and weekends

PROVEN MEMBERSHIP MODEL
recurring monthly revenue

DIGITAL WEB BASED PATIENT FILES
web-based cloud platform

MINIMAL STAFF NEEDED
5–6 employees for a new unit

USER FRIENDLY SOFTWARE
simple automated monthly billing

SPA–LIKE ATMOSPHERE
our Zen Lounge is second to none
Franchise Times

INTO THE LEN DEN

CAN MODERN ACUPUNCTURE STAY ON POINT?

200 BIGGEST RESTAURANT EMPIRES

Entrepreneur

2019

Fastest-Growing Franchises Ranking

# 143

Modern Acupuncture

Entrepreneur

FRANCHISE

500

2019

TAKING THE FAST LANE

LET'S TINGLE

Every Empire Needs A Starting Point

Modern Acupuncture

Modern Acupuncture is changing the way Americans think about wellness and health care. With more than 100 locations nationwide, Modern Acupuncture is a leader in the emerging trend of integrative medicine.

Modern Acupuncture is an alternative to traditional medicine, offering a holistic approach to health and wellness. With treatments such as acupuncture, moxibustion, cupping, and nutrition counseling, Modern Acupuncture provides a comprehensive solution to help improve overall health.

Over 150 locations and growing

Deliver affordable acupuncture in retail shopping centers and a growing membership model

For more information, visit modernacupuncture.com

Modern Acupuncture is a leading provider of integrative health solutions, helping people live their best life through natural healing and symptom relief.

Modern Acupuncture

Take the Fast Lane

"In today's world, people are looking for ways to improve their overall health and wellness. Modern Acupuncture provides a unique solution that addresses the root cause of many health challenges," says John Cooper, CEO of Modern Acupuncture.

Modern Acupuncture is the perfect choice for those looking to improve their health and well-being. Contact us today to learn more about how we can help you take control of your health!
Acupuncture is believed to have been practiced for more than 2,500 years. The Modern Acupuncture® method is based on the latest science and research targeting the individual needs of each patient while maximizing relaxation and comfort.

ACUPUNCTURE BENEFITS

- Acupuncture has very few risks and virtually no side effects.
- Acupuncture is restorative and preventative medicine.
- Acupuncture works with the body’s natural resources to provide all-natural pain and stress management.
- Acupuncture is a drug-free approach to pain relief.

WELLNESS AND RELAXATION
ACUPUNCTURE 101

WHAT IS ACUPUNCTURE?

- Acupuncture has been used for more than 2,500 years.
- Acupuncture utilizes tiny needles to access distinct points on the body to help restore balance, alleviate pain, reduce stress, promote relaxation and improve overall well-being.

WHY SHOULD I GET ACUPUNCTURE REGULARLY?

- Acupuncture is a proactive lifestyle for overall wellness and treats the whole person.

DOES IT HURT?

- Acupuncture needles are extremely tiny, smaller than a strand of human hair.
- You may feel a little sensation at the site of needling, however most people report not feeling anything at all.

DOES IT WORK?

- The World Health Organization has evaluated the use of acupuncture as a treatment for numerous health conditions and continues to conduct more research.

OUR EXPERIENCE

WHAT HAPPENS DURING MY SESSION?

- The licensed acupuncturist will discuss your concerns and review your goals then treat you via specific points on your head, face, arms, hands, lower legs, and feet without the removal of any clothing.
- Next, you’ll recline in our zero-gravity massage chair in our spa-like environment.

WHAT HAPPENS AFTER MY SESSION?

- Your acupuncturist will create a specific treatment plan based on your consultation.
- It is important to follow your treatment plan to achieve the best results.

WHAT TYPE OF TRAINING DOES OUR ACUPUNCTURISTS HAVE?

- All of our acupuncturists are licensed professionals with masters or doctorates in Oriental Medicine.
- On average it takes 2,000+ hours to be eligible to earn an acupuncturist license. In addition, we provide our acupuncturists with on-going training in the latest science and medical research.

*The laws relating to the practice of acupuncture vary from state to state. Please visit modacu.com for clinic ownership information, offer details and any state specific disclaimers.

Individual results may vary. Not intended to constitute medical advice, diagnosis or treatment. For more information visit modacu.com/research. Franchises Available.
RELAXATION AND RELIEF

State of the art facilities designed to induce relaxation and relief.

Zero-gravity recliners with jade stone heat and massage to enhance your experience.

Screens display calming nature scenes.

Curtains provide privacy as you relax and unwind from your busy life.

Open environment allows the opportunity to host group events.
Our acupuncturists are all licensed professionals with masters or doctorates in Acupuncture or Oriental Medicine.

On average in the U.S. it takes more than 2,000 hours to be eligible to earn an acupuncture license.

Additionally, Modern Acupuncture® provides on-going training in the latest science and medical research.

We are a proud partner of the national certification commission of acupuncture and oriental medicine.
2019 PATIENT SURVEY

42% HAD NEVER TRIED ACUPUNCTURE BEFORE MODERN ACUPUNCTURE

“I deal with chronic back, hip, and knee pain that my doctors pretty much said...deal with it.... but acupuncture has, for the most part, eliminated all the hip and knee pain and most of the back pain. They have also helped me through a period of grief I was hiding even from myself.”

Dianna S.

66% OF PATIENTS EXPERIENCED A SIGNIFICANT IMPROVEMENT ON THEIR CONDITIONS.

“I came to MA with femoral nerve impingement that causes severe pain & numbness to my right thigh. The pain was like a burning dagger that woke me from sleep very early every day. The pain was 9 out of 10 & is now 2 out of 10. I’m thrilled!!!”

Christine G

13% said they were up to 100% IMPROVED.

“I currently am taking no types of prescription pain medication for anything. The acupuncture I receive three times a week is helping my overall life.”

Rosylani M

40% of the patients that were on medication for a certain condition saw a change in dosage since incorporating MA into their health routine.

“My 13 year old daughter has several autoimmune issues. We popped in on a whim, and immediately after treatment my daughter’s vertigo was gone. We paid for the unlimited boost so she can go every day. She LOVES going for treatments. She is currently being treated for alopecia, migraines, digestive issues and tendonitis. I have to admit, I was skeptical at first, but now we are hooked!”

Heidi L

TOP 5 CONDITIONS

STRESS 23.70%
BACK PAIN 23.70%
JOINT PAIN 19.39%
MUSCLE ACHEs 16.85%
ANXIETY 16.3%

ADDITIONAL BENEFITS

HEALTH & WELLNESS
ZZZ BETTER SLEEP
LESS STRESS
INCREASED ENERGY
REDUCE MUSCLE TENSION
BOOST IMMUNE SYSTEM
STIMULATE BLOOD FLOW
BETTER DIGESTION
SPORTS RECOVERY
BEAUTY

ADDITIONAL BENEFITS

patients reported after treatment

55% feel more confident after their cosmetic treatments.

45% would like to see acupuncture as part of their workplace benefits

57% want to learn more about acupuncture’s positive effects

244 patients volunteered to be on our Patient Advisory Board

STRESS
BACK PAIN
JOINT PAIN
MUSCLE ACHEs
ANXIETY

TOP 5 CONDITIONS

patients received treatment for initially.

WE ARE FULFILLING OUR MISSION TO MAKE LIVES BETTER

WE WON’T SLEEP UNTIL EVERY AMERICAN HAS TRIED ACUPUNCTURE.
ACUPUNCTURE TOPS THE LIST AND CONTINUES TO GROW

NEARLY 30% OF SURVEY PARTICIPANTS WANT TO TRY ACUPUNCTURE IN 2019

ALL DEMOGRAPHICS WANT TO TRY ACUPUNCTURE NEXT...

INTEGRATIVE HEALTH IN AMERICA:
BEHAVIORS, ATTITUDES, AND TRENDS
## Profile: The Typical Integrative Health Consumer

### About 36% of Integrative Health Consumers Get Services Three or More Times Per Year.

- Compared to the average consumer, regular integrative health consumers are more likely to have college or advanced degrees (46% compared to 39%).
- Consumers also have a higher household income than the average consumer, with $71,100 compared to $63,185.
- Regular integrative health consumers also invest more in their general wellness.
- Compared to the average consumer, they spend more on fitness ($456 versus $255), beauty ($588 versus $387), and integrative health ($576 versus $263) every year.

### Who is Most Likely to Try Acupuncture?

<table>
<thead>
<tr>
<th>Gender</th>
<th>Female</th>
<th>52%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>47%</td>
<td></td>
</tr>
</tbody>
</table>

### Marital Status

- Single: 36%
- Living w/Partner: 10%
- Married: 44%
- Separated: 2%
- Divorced/Widowed: 9%

### Education

- Up to High School: 24%
- Trade/Technical School: 12%
- Associate’s Degree: 18%
- Bachelor’s Degree: 32%
- Advanced Degree (Masters, PhD, etc.): 14%

### Employment

- Student: 13%
- Working: 69%
- Retired: 8%
- Not Working: 16%

### Mean Household Income

- $71,000

### How Much Are They Spending on Health & Wellness Each Year?

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fitness</td>
<td>$456</td>
</tr>
<tr>
<td>Beauty</td>
<td>$588</td>
</tr>
<tr>
<td>Integrative Health</td>
<td>$576</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,620</strong></td>
</tr>
</tbody>
</table>
ACUPUNCTURE FOR STRESS

STRESS IS LINKED TO THE 6 LEADING CAUSES OF DEATH.
-AMERICAN PSYCHOLOGICAL ASSOCIATION

Acupuncture treatments support an ALL-NATURAL DRUG-FREE approach to stress management
ACUPUNCTURE FOR \textbf{HEALTH}

Our method allows us to provide treatment to various areas of the body without the removal of any clothing. We pinpoint and treat your concerns via specific points on your head, face, arms, hands, lower legs and feet all while you relax and take a breather from today’s stressors.

Acupuncture treats the whole person. We are determined to revolutionize health care with affordable and approachable, acupuncture treatments in convenient locations across the US.

\textbf{PILL-FREE}

\textbf{ONLY 23\% of patients with chronic pain find opioids effective.}

\textbf{EVIDENCE-BASED}

\textbf{OVER 1.5 BILLION}

suffer from Chronic Pain.

\textbf{COST-EFFECTIVE}

\textbf{CHRONIC PAIN IS THE \#1 cause of long-term disability in the U.S.}

\textbf{PAIN & STRESS}

ALL NATURAL, DRUG-FREE PAIN & STRESS RELIEF

\textbf{RELAXATION & WELLNESS}

TREAT THE WHOLE BODY FROM HEAD TO TOE
SKIN HEALTH, YEAR-ROUND ATTRACTION

Benefits of acupuncture for your skin allow patients to glow from the inside out. Care for your body’s largest organ with toxin-free treatments all year.

Modern Acupuncture® for facial skin health is a non-invasive and all natural glow treatment for those who want to ditch chemicals, injections and harsh beauty regimens. We blend well-being and beauty in a powerful way. Facial skin health shows high commitment and utilization across our clinics nationwide.

#notoxbeauty

A LOOK AT THE BEAUTY INDUSTRY...

• $532 billion global business, $106 billion domestic (20% U.S. share).
• Chemicals related to beauty have not been regulated since the 1930’s.
• Beauty consumers are loyal to their favorite brands.
• Natural clean, and sustainable beauty can get consumers to switch.
• Personal connections from trusted advisors are critical for beauty consumers.

SUPPORT EVERY STEP OF THE WAY

LOCATION BUILD OUT
You can count on our expertise to guide you through the entire process. We have a framework to guide finding the prime location, negotiating the lease, and completing the entire build out process. We offer a vendor program to work with for equipment and millwork which streamlines the process and equals a faster opening.

TRAINING
Vital to the operation of any Modern Acupuncture® location, our comprehensive franchise training includes hiring, client acquisition, marketing, business software, operations, financial modeling, and key performance indicator tracking. We set you up with all the tools you need for success. You will leave training well prepared and ready to launch your franchise. We will also support your grand opening and provide on-boarding training that you will provide for all your employees, including Patient Health Information (PHI), OSHA required training, and position-specific topics.

MARKETING
The Marketing Team starts working with you months prior to opening, together we plan a comprehensive grand opening, with continued support throughout the year including pre/post planning and evaluation tools. A national strategy is planned and presented each year in conjunction with our National Marketing Advisory Council comprised of Regional Developers, Franchisees and our National Marketing and PR partners. Each quarter you are guided with promotions, health education awareness, grassroots best practices, along with referral and retention strategies.

OPERATIONS
Our operations team serves as the central support to our franchise community. From answering day-to-day questions to the execution of on-going promotions, the operations team provides a wealth of knowledge and continuous support. Our step-by-step Operations Manual includes information to open and operate a Modern Acupuncture® franchised clinic.

“Modern Acupuncture® is there in lockstep with us in every way from initial franchise training to problem solving to always being there with answers to the best approach for our growth phases. Having seasoned, successful franchise executives leading Modern Acupuncture® gives me a lot of confidence in the answers and support provided since they’ve already built other successful franchises. This leadership team just seems to get it and they are real world and genuine with their passion for seeing owners succeed.”

L.S. CARPER, Regional Developer
In 2016, Matt began his endeavor as Chief Executive Officer of ACU Development, INC. franchisor of MA Modern Acupuncture®. Prior to that time, Matt was both Vice President of Operations and a founding member of the management team at The Joint Chiropractic, with the likes of the founder of Massage Envy.

Matt’s leadership in the development of a strategic operational infrastructure played an integral part in growing the brand from eight units in 2010 to more than 340 open in 27 states in a six-year period. He was also a key member of the team that took the company public in 2014. Matt has also owned and operated his own franchise restaurant, giving him a deep understanding of franchising that he draws upon as CEO of MA Modern Acupuncture®.

Chad became the Chief Development Officer for ACU Development, INC. franchisor of MA Modern Acupuncture® in September 2016. Prior to that time, Chad was Vice President of Development and a founding member of the management team at The Joint Chiropractic for six years, with the likes of the founder of Massage Envy.

Chad is the co-founder and co-owner of Noodles Management, the franchisor of the restaurant concept Nothing but Noodles, which currently has several franchise locations in the South-East region of the United States.

Dr. Gubernick has been with ACU Development, INC. franchisor of MA Modern Acupuncture® Chief Clinical Officer since September 2016. For five years, Dr. Gubernick has owned and operated a The Joint chiropractic franchise clinic in Scottsdale, Arizona and now owns the Modern Acupuncture clinic in North Scottsdale, Arizona.

He has been a licensed chiropractor in the State of Arizona since January 2010 and has his certification in acupuncture. Prior to owning a The Joint chiropractic franchise, he owned his own chiropractic practice in Scottsdale, AZ.
MEET THE MODERN ACUPUNCTURE® TEAM

Mike has been the Chief Information Officer for ACU Development, INC. franchisor of MA Modern Acupuncture® since September 2016. Prior to that time, Mike was the Director of I.T. at The Joint Chiropractic since 2011 and was responsible for implementing technology infrastructure that could scale with The Joint’s rapid growth. Mike’s technical disciplines include programming, system design & architecture, project management, hardware, digital marketing and security. He brings over 15 years of experience working in I.T. and 8+ years of working in the franchise industry.

MIKE NESTEBY
CHIEF INFORMATION OFFICER
CO FOUNDER

Bob has been practicing Chinese medicine for 22 years and his clinic is the largest privately owned Chinese medical clinic in the U.S., routinely seeing 100 to 125 clients a day. He also teaches his methods to Chinese and Western doctors in 36 countries.

ROBERT DOANE, EAMP, LAc.
CLINICAL DIRECTOR

Bob has been and continues to be the keynote speaker at the largest Chinese medical forum in the world, TCM World Kongress in Rothenburg, Germany. He assists in the development of the ongoing training of the brand’s licensed acupuncturists. Bob holds a degree in Physics and Master in Chinese Medicine.

MIKE NESTEBY
CHIEF INFORMATION OFFICER
CO FOUNDER

Chris has been a Director for ACU Development, INC. franchisor of MA Modern Acupuncture® since September 2016. He is the owner of SurgCenter Development - the largest developer of ambulatory surgical centers in the United States, with more than 185 de novo centers developed to date in 26 states. He is a Regional Developer and Franchisee with The Joint Chiropractic and currently owns 54 franchise licenses and operates 27 The Joint Chiropractic franchises in five states. He is also the owner of Kynd Cannabis Company, the leading Nevada cannabis company for cultivation, production, and retail dispensaries. In addition, Mr. O’Neal has owned and operated three franchise locations for Famous Dave’s BBQ and Blackline Partners Inc., a regional bookkeeping and tax preparation business, with 32 locations in California.

CHRIS O’NEAL
DIRECTOR
MEET OUR STRATEGIC PARTNERS

After spending decades training, teaching, researching, and caring for fragile babies as a Newborn ICU physician in some of the world’s premiere hospital systems, Dr. Anderson began to imagine a world where people had better access to high quality, high value, general health and wellness solutions. In 2011, after running business development and M&A for one of the largest healthcare systems in New England, Dr. Anderson formed a private equity firm allowing him to roll up his sleeves to acquire and scale health and wellness businesses. As the COO working with his team to build one of the largest Planet Fitness franchise groups (currently 75+ locations across North America), Dr. Anderson is excited to leverage his vast healthcare and multi-unit franchise experience as the Modern Acupuncture® Regional Developer for MA, CT and RI.

DR. CHARLES ANDERSON
FRANCHISEE

Scott is an entrepreneur, angel investor, and currently founder/CEO of StrawberryFrog, the world’s first Movement Marketing, Advertising and Design company based in NYC. He is the author of the best-selling book ‘Uprising: how to build a brand and change the world by Sparking Cultural Movements’ through McGraw Hill. Scott has launched and accelerated the growth of numerous businesses such as Google, European Wax Center, Sabra Hummus, which grew to billion-dollar businesses. He led the strategic and creative efforts for some of the world’s most iconic brands such as Heineken, Jim Beam, Emirates Airline, Diet Coke, Smart Car and Pampers. Scott, his wife and his two sons live outside Manhattan.

SCOTT GOODSON
STRAWBERRYFROG CEO

Marilyn is a 30-year veteran in the acupuncture profession, and she is the Editor of Acupuncture Today, the industries #1 trade magazine. She became involved with the World Health Organization in 2005 and she is currently the sole delegate for Acupuncture. She also serves on 3 International Acupuncture Delegations and consults with the US Department of Defense on the Opioid Crisis. Marilyn is a Professor of Law, Ethics and Practice Management at 17 Acupuncture Colleges and her vast experience brings her into the classroom of many of the 70 schools throughout the United States.

MARILYN ALLEN
ACUPUNCTURE DELEGATE
RAPIDLY EXPANDING AVAILABLE TERRITORIES ACROSS THE U.S.

As one of the fastest growing franchises in alternative healthcare, Modern Acupuncture® is rapidly expanding throughout the United States awarding Regional Developer and Franchise Territories.

FRANCHISED LOCATIONS AVAILABLE NOW IN:


Map as of June 2020

Over 500 Licenses Awarded
170 Total Franchises Awarded
49 Franchises Open
<table>
<thead>
<tr>
<th>Industry Leaders</th>
<th>Regional Developers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. MILLER GROUP</strong>&lt;br&gt;PA, VA, MD, DE, DC</td>
<td>• Largest European Wax RD - 200+ locations in 6 states&lt;br&gt;• Multi-Unit Massage Envy Franchisee&lt;br&gt;• Euro Wax RD of the Year&lt;br&gt;• Massage Envy Franchisee of the year&lt;br&gt;• Co-Founder (Franchisor) Full Psycle Franchising</td>
</tr>
<tr>
<td><strong>2. GLOVER GROUP</strong>&lt;br&gt;TX</td>
<td>• MBA (Finance) UT - Austin&lt;br&gt;• Former multi-unit Massage Envy Franchisee&lt;br&gt;• Top National Performers - Massage Envy&lt;br&gt;• The Joint Chiropractic RD (Texas) over 60 locations&lt;br&gt;• 2-time RD of the Year - The Joint</td>
</tr>
<tr>
<td><strong>3. O’PRY GROUP</strong>&lt;br&gt;NY, NJ</td>
<td>• Former RD for Massage Envy (Texas)&lt;br&gt;• Former multi-unit franchisee - Massage Envy&lt;br&gt;• RD of the year - Massage Envy&lt;br&gt;• Current RD/franchisee Solo Salons</td>
</tr>
<tr>
<td><strong>4. DR. ANDERSON GROUP</strong>&lt;br&gt;CT, MA, RI</td>
<td>• 76-unit franchise owner - Planet Fitness&lt;br&gt;• Attended Princeton at age 16 (Biochemistry)&lt;br&gt;• Johns Hopkins School of Medicine (MD)&lt;br&gt;• Boston University - School of Business (MBA)&lt;br&gt;• Cambridge School of Medicine - Chairman (Board of Directors)</td>
</tr>
<tr>
<td><strong>5. MACCHIOCHI GROUP</strong>&lt;br&gt;IL</td>
<td>• Multi-unit Massage Envy franchisee&lt;br&gt;• Multi-unit Amazing Lash franchisee&lt;br&gt;• RD - Amazing Lash (IL)</td>
</tr>
<tr>
<td><strong>6. CARPER/GLOVER GROUP</strong>&lt;br&gt;CO</td>
<td>• Former multi-unit Massage Envy franchisee&lt;br&gt;• Multi-unit The Joint Chiropractic franchisee (3 states)&lt;br&gt;• President NFAB committee - The Joint Chiropractic&lt;br&gt;• RD and franchisee of the year awards - Massage Envy/The Joint Chiropractic</td>
</tr>
<tr>
<td><strong>7. FLUEGGE GROUP</strong>&lt;br&gt;FL, GA</td>
<td>• Former multi-unit Massage Envy franchisee&lt;br&gt;• Multi-unit franchisee - The Joint Chiropractic&lt;br&gt;• RD - The Joint Chiropractic&lt;br&gt;• Co-founder Namaste Spa&lt;br&gt;• RD (4 states) - Namaste Spa</td>
</tr>
<tr>
<td><strong>8. YBANEZ GROUP</strong>&lt;br&gt;UT, ID</td>
<td>• Former RD - The Joint Chiropractic&lt;br&gt;• Franchisee of top 5 clinics - The Joint Chiropractic&lt;br&gt;• President NFAB committee - The Joint Chiropractic</td>
</tr>
<tr>
<td><strong>9. GOODMAN GROUP</strong>&lt;br&gt;KS, TN, MO</td>
<td>• Former multi-unit franchisee - LA Weight Loss&lt;br&gt;• Current multi-unit franchisee - The Joint Chiropractic&lt;br&gt;• Current RD - The Joint Chiropractic&lt;br&gt;• Former President - Nutri Systems&lt;br&gt;• Former CEO - NextSlim</td>
</tr>
<tr>
<td><strong>10. DR. HUMBLE GROUP</strong>&lt;br&gt;LA</td>
<td>• Former RD/franchisee &amp; Chief Medical Director - The Joint Chiropractic&lt;br&gt;• Owned and operated over 20 Chiropractic clinics in 7 states&lt;br&gt;• Former President of the Louisiana Chiropractic Board&lt;br&gt;• Author of health, wellness &amp; personal achievement books.</td>
</tr>
</tbody>
</table>
11. **MEISINGER GROUP**
   **SOUTHERN CA**
   - Former CEO/Founder dMarc Broadcasting & Google Audio
   - Current owner/founder/CEO of OTT Marketing (serving over 2,000 clients in the US)
   - Former RD/multi-unit franchisee - The Joint Chiropractic
   - Serves on Board of Trustees - National Storage

12. **BROWN GROUP**
   **MN**
   - Former managing director - Smith Barney
   - Founder/CEO Voice Solutions
   - 15 years servicing national franchise concepts

13. **WELKER GROUP**
    **NORTHERN CA, OR**
    - Former director - Lehman Brothers
    - Multi-unit franchisee - Subway/Marble Slab Creamery
    - Co-Founder - Nothing but Noodles
    - Co-founder - former CEO, The Joint Chiropractic

14. **CARPER GROUP**
    **NC, SC**
    - Multi-unit franchisee The Joint Chiropractic
    - Franchisee of the year - The Joint Chiropractic
    - President NFAB - The Joint Chiropractic

16. **HALE GROUP**
   - Former President of NM Chiropractic Association
   - Operates high volume Chiropractic clinic - 40 years

17. **SENDER GROUP**
    **AZ, NV**
    - 14-unit Subway Franchisee
    - Successful start group in restaurant start-ups
    - UC-Northridge-Business

18. **KELLY GROUP**
    **WA**
    - 65-unit Planet Fitness franchisee
    - Multi-unit and RD The Joint Chiropractic franchisee
JOIN THE MODERN ACUPUNCTURE® TEAM

THE TIME IS NOW
The World Health Organization (WHO) states acupuncture is one of the fastest growing healthcare segments in the world.

WE TREATED MORE THAN 500,000 PATIENTS
A recent patient survey revealed 7 in 10 Modern Acupuncture® patients reported significant improvement after treatment and nearly half achieved more than a 50% reduction of symptoms.

OUR CUSTOMER EXPERIENCE IS UNSURPASSED
Each clinic follows our commitment to the highest quality experience. Our Zen Lounge is a spa-like retreat bringing an entirely new meaning to how we approach to health and beauty.

500 LICENSES SOLD IN JUST TWO YEARS
Nearly 50 clinics operating in 26 states. Multi-unit territories available across the U.S.

THE FIGURES

<table>
<thead>
<tr>
<th>INVESTMENT RANGE:</th>
<th>FRANCHISE FEE:</th>
<th>ROYALTY %:</th>
<th>NATIONAL MARKETING FEE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$258,377-$667,000</td>
<td>$39,500K PER UNIT</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>TYPE OF EXPENDITURE</td>
<td>LOW AMOUNT</td>
<td>HIGH AMOUNT</td>
<td>METHOD OF PAYMENT</td>
</tr>
<tr>
<td>----------------------------------------------------------</td>
<td>-------------</td>
<td>--------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>Initial Franchise Fee</td>
<td>$39,500</td>
<td>$39,500</td>
<td>Lump sum</td>
</tr>
<tr>
<td>Security &amp; Utility Deposits</td>
<td>$6,000</td>
<td>$14,500</td>
<td>As agreed</td>
</tr>
<tr>
<td>Architectural, Space Plans &amp; Permits</td>
<td>$2,040</td>
<td>$20,000</td>
<td>As agreed</td>
</tr>
<tr>
<td>Leasehold Improvements</td>
<td>$97,000</td>
<td>$330,000</td>
<td>As agreed</td>
</tr>
<tr>
<td>Interior &amp; Exterior Signage</td>
<td>$5,300</td>
<td>$24,000</td>
<td>As agreed</td>
</tr>
<tr>
<td>Mill Work &amp; Fulfillment Furniture &amp; Fixtures</td>
<td>$28,500</td>
<td>$70,000</td>
<td>As agreed</td>
</tr>
<tr>
<td>Zen Lounge Guest Chairs</td>
<td>$10,400</td>
<td>$18,800</td>
<td>As agreed</td>
</tr>
<tr>
<td>Computer Hardware, Propriety Software, Other Software Supplies &amp; Installation</td>
<td>$9,000</td>
<td>$12,000</td>
<td>As agreed</td>
</tr>
<tr>
<td>Zen Lounge TVs &amp; Sound System</td>
<td>$10,500</td>
<td>$16,500</td>
<td>As agreed</td>
</tr>
<tr>
<td>Business Licenses &amp; Permits</td>
<td>$1,000</td>
<td>$4,000</td>
<td>As incurred</td>
</tr>
<tr>
<td>Professional Fees</td>
<td>$1,500</td>
<td>$5,000</td>
<td>As incurred</td>
</tr>
<tr>
<td>Insurance-3 Months</td>
<td>$1,000</td>
<td>$2,000</td>
<td>As agreed</td>
</tr>
<tr>
<td>Travel &amp; Living Expenses During Training</td>
<td>$1,500</td>
<td>$2,000</td>
<td>As incurred</td>
</tr>
<tr>
<td>Initial Inventory &amp; Operating Supplies Uniforms, contracts, invoices, &amp; other office supplies</td>
<td>$2,000</td>
<td>$6,000</td>
<td>As agreed</td>
</tr>
<tr>
<td>Rent Payments-3 Months</td>
<td>$8,000</td>
<td>$43,500</td>
<td>As agreed</td>
</tr>
<tr>
<td>Grand Opening Advertising</td>
<td>$15,000</td>
<td>$15,000</td>
<td>As agreed</td>
</tr>
<tr>
<td>Technology Fee-3 Months</td>
<td>$975</td>
<td>$975</td>
<td>As agreed</td>
</tr>
<tr>
<td>Internet Service-3 Months</td>
<td>$150</td>
<td>$1,050</td>
<td>As agreed</td>
</tr>
<tr>
<td>Telephone Service-3 Months</td>
<td>$75</td>
<td>$300</td>
<td>As agreed</td>
</tr>
<tr>
<td>Utilities - 3 Months</td>
<td>$750</td>
<td>$1,500</td>
<td>As agreed</td>
</tr>
<tr>
<td>Video Production Fee-3 Months</td>
<td>$63</td>
<td>$63</td>
<td>As agreed</td>
</tr>
<tr>
<td>Clinic Music Fee Annual Subscription</td>
<td>$84</td>
<td>$84</td>
<td>As agreed</td>
</tr>
<tr>
<td>Additional Funds-3 Months</td>
<td>$18,000</td>
<td>$40,000</td>
<td>As agreed</td>
</tr>
</tbody>
</table>

**TOTAL ESTIMATED INITIAL INVESTMENT**

$258,377  $666,772

**AMOUNT TO OPEN (INCLUDING FIRST 3 MONTHS OF BUSINESS)**

Updated as of January 2020
Helping people and making their lives better is more rewarding than you can imagine. Our franchisees witness patients coming into their clinics every day with an ailment they have suffered from chronically. The feeling they have when that patient walks out with drastic improvement is priceless. We are all in business to put food on the table and send our kids to college, but when you can do that and impact the quality of life for hundreds of people in your community; nothing compares. We combine passion and purpose with the mission to make lives better.

—Chad Everts, Co-Founder & Chief Development Officer

Founders: Mike Nesteby, Matt Hale, Steve Gubernick, and Chad Everts.

WE ARE LOOKING FOR PEOPLE WITH A PASSION FOR HELPING OTHERS THROUGH ALTERNATIVE MEDICINE.

Be part of one of the fastest growing franchise concepts in the healthcare industry. Modern Acupuncture is the perfect opportunity to combine an entrepreneurial spirit with a proven and successful franchise model. If you have the desire to make a difference and a positive impact with your business, then this is the franchise for you.

If you would like to explore this opportunity further, please contact us.

CHAD EVERTS Chief Development Officer  
CAROL LEE Franchise Sales and Development Manager

Franchise.info@modacu.com