BE PART OF THE FASTEST GROWING FRANCHISE CONCEPT IN THE HEALTHCARE INDUSTRY

Modern Acupuncture is the perfect opportunity to combine an entrepreneurial spirit seeking a proven and successful franchise model with the desire to make a difference and positive impact with your business.

modacu.com
OUR MISSION

The Modern Acupuncture mission is:

TO MAKE YOUR LIFE BETTER.

A mission we do not take lightly from our corporate offices to each clinic experience across the nation.

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 affordable acupuncture in first-class high traffic retail shopping centers with convenient hours including nights and weekends.
MODERN ACUPUNCTURE IS A SIMPLE BUSINESS MODEL

We offer the consumer an unmatched acupuncture experience and value proposition that is superior to the competition. Modern Acupuncture was designed based on consumer wants/needs, offering acupuncture services to the general public.

Each nationwide location offers the natural health benefits of acupuncture in highly accessible locations, you’ll find us next to your favorite grocer. 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.

PROVEN MEMBERSHIP MODEL
predictable recurring monthly revenue

MINIMAL STAFF NEEDED
5-6 employees for a new unit

DIGITAL WEB BASED PATIENT FILES
web-based cloud platform

NO INSURANCE
or accounts receivables to chase

MINIMAL
non-perishable inventory to track

CONVENIENT HOURS
of operation including nights and weekends

USER FRIENDLY SOFTWARE
designed to be simple with automated monthly billing

We have taken the oldest medicine in the world (3,000+ years) which is still being practiced, Acupuncture, and “Modernized” the delivery, convenience, accessibility, and affordability in an upscale relaxing environment.
• Over 500 licenses sold in less than two years

• Discover why multi-unit franchise owners of successful concepts like Orange Theory, Massage Envy, and Planet Fitness have joined our network

• Deliver affordable acupuncture healthcare in retail shopping centers with a recurring membership model

The Modern Acupuncture leadership team has more than 20 years of experience and expertise in franchising. Modern Acupuncture has become the fastest growing franchise in the health and wellness sector.
In 2016, Matt began his endeavor as Chief Executive Officer of ACU Development, LLC, 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, LLC, 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, LLC, franchisor of MA Modern Acupuncture’s Chief Clinical Officer since September 2016. For the last five years, Dr. Gubernick has owned and operated a The Joint chiropractic franchise clinic in Scottsdale, AZ.

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.
ROBERT DOANE, EAMP, LAc.

CLINICAL DIRECTOR
Bob has been practicing Chinese medicine for 20 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. He has been and continues to be the keynote speaker at the largest Chinese medical forum in the world, TCM World Kongress in Rothenburg, Germany.

Bob is a Fellow in the prestigious American Academy of Pain Management. He is creating the new hire training for the licensed acupuncturist, assisting in the development of ongoing consumer education as well as providing oversight of the ongoing training of the brand’s licensed acupuncturists. He also has a degree in Physics and Master in Chinese Medicine.

MIKE NESTEBY

CHIEF INFORMATION OFFICER
Mike has been the Chief Information Officer for ACU Development, LLC, 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.

His 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.

CHRIS O’NEAL

DIRECTOR
Chris has been a Director for ACU Development, LLC, 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.
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.

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.

Marilyn is a 30-year veteran in 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.
WHY ACUPUNCTURE?
PURPOSE, HISTORY, OPPORTUNITY AND BENEFITS

DEFINITION
Tiny needles (thinner than a human hair) are inserted carefully into key points on the body to trigger an increase in blood flow to areas where it is blocked or weak. When healthy blood flow is restored, the body’s natural healing abilities are activated, sending the body back into balance.

Acupuncture stimulates local blood flow, normalizes the nervous system, improves emotional well-being (effects endorphins, serotonin, and dopamine), and lessens pain sensitivity. Acupuncture is being used at many hospitals worldwide, including the Mayo clinic.

HISTORY
Acupuncture is believed to have originated around 100 BC in China and has been a proven form of medicine for thousands of years. Modern Acupuncture is cultivating a movement to propel acupuncture into the 21st Century mindset.

PURPOSE
Acupuncture is used mainly to relieve discomfort associated with a variety of diseases and conditions. Acupuncture is proven to help those suffering from diabetes, insomnia, chronic pain, PTSD, stress, depression and many other conditions that can negatively affect living life to the fullest. Acupuncture is used as part of a health routine to achieve ongoing wellness. Our mission is to revolutionize health care with affordable, approachable, convenient treatments in locations across the US.

AREA OF OPPORTUNITY
Acupuncture is known to effectively treat pain and other ailments. However, we are impacting the multi-billion-dollar market spent on cosmetic procedures with all-natural cosmetic acupuncture. Acupuncture is the only targeted beauty treatment with direct health benefits.
SUCCESSFULLY TREATS

CHRONIC PAIN

It is estimated that over 100 million Americans suffer from chronic pain (pain lasting for more than three months) with low back, mid back, upper back, hip, shoulder, knee, elbow and joint pain being the most common complaints. Studies have shown that acupuncture helps alleviate chronic pain and it comes without the side effects of more common treatments like surgery and prescription medications. The process increases blood flow and triggers the release of the body’s internal chemicals such as endorphins and enkephalins, which have pain-relieving properties. Acupuncture can help manage chronic pain and related disability associated with back pain, fibromyalgia, osteoarthritis, neck pain, and severe headaches or migraines.

ANXIETY & STRESS

Stress has become part of everyday life and when unchecked it can lead to more serious concerns. Anxiety disorders are one of the most common mental health conditions in the United States. It’s estimated that 40 million adults ages 18 and older, or 18 percent of the country’s population, have an anxiety disorder. Acupuncture has been proven to reduce stress, preventing the onset of several chronic conditions including anxiety, head and neck pain, weight gain, and insomnia. Acupuncture provides a safe and effective option for those seeking a natural approach to the treatment of stress and anxiety related symptoms.

COSMETIC ACUPUNCTURE

Acupuncture remedies the surface effects of aging by triggering a self-repair response in the skin and addressing the internal stressors that contribute to the signs of aging. This ancient beauty secret is a non-invasive and natural approach to reduce the signs of aging and help skin regain its youthful glow. It is the only targeted beauty treatment with direct health and well-being benefits. And the real beauty of getting cosmetic acupuncture is it also includes traditional acupuncture at the same time. It’s about time you can combine beauty and health. How Does it Work? Needles as thin as a strand of hair are inserted carefully into key areas and creases in the face, causing tiny microtrauma to the skin that trigger an increase in blood flow and activate collagen production. The result is revitalized and nourished skin, a brighter complexion and a more youthful appearance.

World Health Organization (WHO) recognizes that acupuncture effectively treats 28 diseases, symptoms, or conditions and more than 60 more conditions are currently being studied.

"ACUPUNCTURE IS THE FASTEST GROWING HEALTH CARE SEGMENT IN THE WORLD."

–2015 WHO
Industry statistics and data on acupuncture is inconsistent, under reported, and typically grouped into the general category with other alternative health care related professions including vitamins and supplements.
According to the 2015 World Health Organization (WHO), acupuncture is the fastest growing health care segment in the world.

There are approximately 32,000 to 35,000 licensed acupuncturists in the United States. Industry experts project that there are thousands of acupuncturists that have allowed their license to expire due to the difficulty of finding gainful employment. We believe the national development and job opportunities created by Modern Acupuncture will motivate many of them to return to their trained profession.

Thousands of acupuncturists graduate from college annually seeking employment.

There are over 50 acupuncture colleges in United States which is greater than the amount of acupuncture colleges in China.

The median annual salary of an acupuncturist (1-4 year’s experience) is $45,000 according to Payscales Real Time Salary.

The Mayo Clinic has adopted the practice of acupuncture nationwide.

The US Military is regularly using acupuncture to treat PTSD and chronic pain.

Due to the profession being unorganized and fragmented, acupuncture has failed to penetrate major markets such as chronic pain, depression, cosmetic, and wellness. The proven results of acupuncture care in these markets yield a huge opportunity.
THE CURRENT STATE OF ACUPUNCTURE

WHAT’S WRONG WITH ACUPUNCTURE TODAY?

- Professional clinics are rarely found in highly visible convenient locations
- It isn’t 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

- Deliver acupuncture in a way that has never been done before
- Make acupuncture convenient, affordable and accessible
- Better hours of operation: nights and weekends
- Open 6/7 days a week
- Convenient locations
- National scaling yielding marketing efficiencies and brand awareness for the first time in the history of acupuncture in the US.
WHAT YOU GET WITH MODERN ACUPUNCTURE

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 have one vendor to work with on purchasing all the equipment and millwork which streamlines the process and equals a faster opening.

TRAINING
Vital to the operation of any Modern Acupuncture locations, 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 onboarding training you may provide for all your employees, including Patient Health Information (PHI), OSHA required training, and position-specific topics.

MARKETING
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 have one vendor to work with on purchasing all the equipment and millwork which streamlines the process and equals a faster opening.

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
North Carolina, South Carolina and Colorado
START UP COSTS
# Initial Investment

We are looking for people with a passion for helping others through alternative medicine.

## Initial Investment Costs

<table>
<thead>
<tr>
<th>Type of Expenditure</th>
<th>Low Amount</th>
<th>High Amount</th>
<th>Method of Payment</th>
<th>When Due</th>
<th>To Whom Payment Is to Be Made</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Initial Franchise Fee</strong></td>
<td>$29,500</td>
<td>$29,500</td>
<td>Lump Sum</td>
<td>Upon execution of the Franchise Agreement</td>
<td>Us</td>
</tr>
<tr>
<td><strong>Security &amp; Utility Deposits</strong></td>
<td>$6,000</td>
<td>$14,500</td>
<td>As Agreed</td>
<td>Before Opening</td>
<td>Landlord and/or utility companies</td>
</tr>
<tr>
<td><strong>Architectural, Space Plans &amp; Permits</strong></td>
<td>$6,000</td>
<td>$12,500</td>
<td>As Agreed</td>
<td>Before Opening</td>
<td>Architect</td>
</tr>
<tr>
<td><strong>Leasehold Improvements</strong></td>
<td>$120,000</td>
<td>$330,000</td>
<td>As Agreed</td>
<td>Before Opening</td>
<td>Landlord or construction contractors</td>
</tr>
<tr>
<td><strong>Interior &amp; Exterior Signage</strong></td>
<td>$6,500</td>
<td>$21,500</td>
<td>As Agreed</td>
<td>Before Opening</td>
<td>Vendors</td>
</tr>
<tr>
<td><strong>Mill Work &amp; Fulfillment Furniture &amp; Fixtures</strong></td>
<td>$28,500</td>
<td>$48,000</td>
<td>As Agreed</td>
<td>Before Opening</td>
<td>Vendors</td>
</tr>
<tr>
<td><strong>Zen Den Guest Chairs</strong></td>
<td>$9,000</td>
<td>$17,500</td>
<td>As Agreed</td>
<td>Before Opening</td>
<td>Vendors</td>
</tr>
<tr>
<td><strong>Computer Hardware, Propriety Software, Other Software Supplies &amp; Installation</strong></td>
<td>$8,500</td>
<td>$15,000</td>
<td>As Agreed</td>
<td>Before Opening</td>
<td>Vendors and/or Us</td>
</tr>
<tr>
<td><strong>Zen Den TVs &amp; Sound System</strong></td>
<td>$10,500</td>
<td>$15,500</td>
<td>As Agreed</td>
<td>Before Opening</td>
<td>Vendors</td>
</tr>
<tr>
<td><strong>Business Licenses &amp; Permits</strong></td>
<td>$1,000</td>
<td>$4,000</td>
<td>As Incurred</td>
<td>As Incurred</td>
<td>Government Agencies</td>
</tr>
<tr>
<td><strong>Professional Fees</strong></td>
<td>$1,500</td>
<td>$5,000</td>
<td>As Incurred</td>
<td>As Agreed</td>
<td>Vendors or Third Parties</td>
</tr>
<tr>
<td><strong>Insurance</strong></td>
<td>$1,000</td>
<td>$2,000</td>
<td>As Agreed</td>
<td>Before Opening</td>
<td>Insurer</td>
</tr>
<tr>
<td><strong>Travel &amp; Living Expenses During Training</strong></td>
<td>$1,500</td>
<td>$2,000</td>
<td>As Incurrd</td>
<td>As Agreed</td>
<td>Vendors</td>
</tr>
<tr>
<td><strong>Initial Inventory &amp; Operating Supplies</strong></td>
<td>$2,000</td>
<td>$6,000</td>
<td>As Agreed</td>
<td>As Incurred</td>
<td>Vendors</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>$231,500</td>
<td>$523,000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Rent Payments

<table>
<thead>
<tr>
<th>Type of Expenditure</th>
<th>Low Amount</th>
<th>High Amount</th>
<th>Method of Payment</th>
<th>When Due</th>
<th>To Whom Payment Is to Be Made</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rent Payments</strong></td>
<td>$8,000</td>
<td>$43,500</td>
<td>As Agreed</td>
<td>As Agreed</td>
<td>Landlord</td>
</tr>
<tr>
<td><strong>Grand Opening Advertising</strong></td>
<td>$15,000</td>
<td>$15,000</td>
<td>As Agreed</td>
<td>As Incurred</td>
<td>Vendors</td>
</tr>
<tr>
<td><strong>Technology Fee</strong></td>
<td>$975</td>
<td>$975</td>
<td>As Agreed</td>
<td>As Incurred</td>
<td>Us</td>
</tr>
<tr>
<td><strong>Internet Service</strong></td>
<td>$150</td>
<td>$1,050</td>
<td>As Agreed</td>
<td>As Incurred</td>
<td>Vendors</td>
</tr>
<tr>
<td><strong>Telephone Service</strong></td>
<td>$75</td>
<td>$300</td>
<td>As Agreed</td>
<td>As Incurred</td>
<td>Vendors</td>
</tr>
<tr>
<td><strong>Utilities</strong></td>
<td>$750</td>
<td>$1,500</td>
<td>As Agreed</td>
<td>As Incurred</td>
<td>Landlords, Vendors</td>
</tr>
<tr>
<td><strong>Video Production Fee</strong></td>
<td>$63</td>
<td>$63</td>
<td>As Agreed</td>
<td>As Agreed</td>
<td>Vendors</td>
</tr>
<tr>
<td><strong>Clinic Music Fee</strong></td>
<td>$84</td>
<td>$84</td>
<td>As Agreed</td>
<td>As Agreed</td>
<td>Vendors</td>
</tr>
<tr>
<td><strong>Additional Funds</strong></td>
<td>$18,000</td>
<td>$40,000</td>
<td>As Agreed</td>
<td>As Incurred</td>
<td>Landlords, Vendors, Employees</td>
</tr>
</tbody>
</table>

## Total Estimated Initial Investment

<table>
<thead>
<tr>
<th>Type of Expenditure</th>
<th>Low Amount</th>
<th>High Amount</th>
<th>Method of Payment</th>
<th>When Due</th>
<th>To Whom Payment Is to Be Made</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Estimated Initial Investment</strong></td>
<td>$274,597</td>
<td>$625,472</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Your actual startup costs may vary depending on multiple variables. To receive a more specific view of your potential initial costs, please contact us about opening a Modern Acupuncture franchise location in your market.
As one of the fastest growing franchises in alternative healthcare, Modern Acupuncture is rapidly expanding throughout the United States. We are actively awarding Regional Developers and Franchise territories.
1. MILLER GROUP
   PA, VA, MD, DE, DC
   • Largest European Wax RD – 200+ locations in 6 states
   • Multi-Unit Massage Envy Franchisee
   • Euro Wax RD of the Year
   • Massage Envy Franchisee of the year
   • Co-Founder (Franchisor) Full Psycle Franchising

2. GLOVER GROUP
   TEXAS
   • MBA (Finance) UT - Austin
   • Former multi-unit Massage Envy Franchisee
   • Franchisee of the Year - Massage Envy
   • Current Joint RD (Texas) over 60 locations
   • 2 time RD of the Year - The Joint

3. O’PRY GROUP
   NY, NJ
   • Former RD for Massage Envy (Texas)
   • Former multi-unit franchisee
   • RD of the Year - Massage Envy
   • Current RD/franchisee Solo Salons

4. KELLY GROUP
   WA
   • Air Force Academy Graduate
   • F-16 Fighter Pilot (‘97-‘09)
   • 65-unit Planet Fitness franchisee
   • Multi-unit Joint franchisee
   • RD – The Joint
5. DR. ANDERSON GROUP
   CT, MA, RI
   • 76 unit franchise owner - Planet Fitness
   • Attended Princeton at age 16 (Biochemistry)
   • Johns Hopkins School of Medicine (MD)
   • Boston University - School of Business (MBA)
   • Cambridge School of Medicine – Chairman (Board of Directors)

6. MACCHIOCHI GROUP
   IL
   • Multi-unit Massage Envy franchisee
   • Multi-unit Amazing Lash franchisee
   • RD – Amazing Lash (IL)

7. CARPER/GLOVER GROUP
   CO
   • UT Austin MBA (Finance)
   • Former multi-unit Massage Envy franchisee
   • Multi-unit Joint franchisee (3 states)
   • President NFAB committee - The Joint
   • RD and franchisee of the year awards – Massage Envy/The Joint

8. FLUEGGE GROUP
   FLA, GA
   • Former multi-unit Massage Envy franchisee
   • Multi-unit franchisee – The Joint
   • RD – The Joint
   • Co-founder Namaste Spa
   • RD (4 states) – Namaste Spa

9. YBANEZ GROUP
   UT, ID
   • Former RD – The Joint
   • Franchisee of top 5 clinics – The Joint
   • President NFAB committee – The Joint

10. GOODMAN GROUP
    KS, TN, MO
    • Former multi-unit franchisee – LA Weight Loss
    • Current multi-unit franchisee – The Joint
    • Current RD – The Joint
    • Former President – Nutri Systems
    • Former CEO – NextSlim

11. DR. HUMBLE GROUP
    LA
    • Former RD/franchisee - The Joint
    • Former Chief Medical Director – The Joint
    • Owned and operated over 20 Chiropractic clinics in 7 states
    • Former President of the Louisiana Chiropractic Board
    • Authored several books on health, wellness, and personal achievement
12. **MEISINGER GROUP**  
**SOUTHERN CA**  
- Former CEO/Founder dMarc Broadcasting (acquired by Google ‘06)  
- Former Director of Sales and Marketing for Google Audio (‘05–’09)  
- Current owner/founder/CEO of OTTMarketing (serving over 2,000 clients in the US)  
- Former RD/multi-unit franchisee – The Joint  
- Serves on Board of Trustees – National Storage

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

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

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

16. **HALE GROUP**  
**NM**  
- Palmer College of Chiropractic – top of class  
- Former President of NM Chiropractic Association  
- Operates high volume Chiropractic clinic – 40 years

17. **FRYE GROUP**  
**OK**  
- Former JP Morgan VP  
- Licensed Acupuncturist  
- EMBA– UT (‘03)

18. **SENDER GROUP**  
**AZ, NV**  
- 14 unit Subway Franchisee  
- Successful start group in restaurant start-ups  
- UC–Northridge–Business
Founders: Mike Nesteby, Matt Hale, Steve Gubernick, and Chad Everts.
Our mission to make lives better starts with our company culture.

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

Be part of the fastest growing franchise concept 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