NATIONAL VISION

Q1 2023
Financial Results

May 11, 2023

Disclaimer

Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended (the "Securities Act") and Section 21E of the Securities Exchange Act of 1934. These statements include, but are not limited to, statements contained under "Fiscal 2023 Outlook" as well as other statements related to our current beliefs and expectations regarding the performance of our industry, the Company's strategic direction, market position, prospects including remote medicine and optometrist recruiting and retention initiatives, and future results. You can identify these forward-looking statements by the use of words such as "outlook," "guidance," "believes," "expects," "potential," "continues," "may," "will," "should," "could," "seeks," "projects," "predicts," "intends," "plans," "estimates," "anticipates" or the negative version of these words or other comparable words. Caution should be taken not to place undue reliance on any forward-looking statement as such statements speak only as of the date when made. We undertake no obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments or otherwise, except as required by law.

Forward-looking statements are not guarantees and are subject to various risks and uncertainties, which may cause actual results to differ materially from those implied in forward-looking statements. Such factors include, but are not limited to, the COVID-19 pandemic and future resurgences, and related impacts including federal, state, and local governmental actions in response thereto; customer behavior in response to the pandemic, including the impact of such behavior on in-store traffic and sales; market volatility and an overall decline in the health of the economy and other factors impacting consumer spending, including inflation and uncertainty in financial markets (including as a result of recent bank failures and events affecting financial institutions); our ability to recruit and retain vision care professionals for our stores and remote medicine offerings in general and in light of the pandemic; our ability to compete successfully; our ability to successfully open new stores and enter new markets; our ability to expand our remote medicine offerings and electronic health records capabilities; our ability to maintain the performance of our Host and Legacy brands and our current operating relationships with our Host and Legacy partners; our ability to maintain sufficient levels of cash flow from our operations to execute or sustain our growth strategy or obtain additional financing at satisfactory terms or at all; the impact of wage rate increases, inflation, cost increases and increases in raw material prices and energy prices; our growth strategy straining our existing resources and causing the performance of our existing stores to suffer; our ability to successfully and efficiently implement our marketing, advertising and promotional efforts; risks associated with leasing substantial amounts of space, including future increases in occupancy costs; the impact of certain technological advances, and the greater availability of, or increased consumer preferences for, vision correction alternatives to prescription eyeglasses or contact lenses, and future drug development for the correction of vision-related problems; our ability to retain our existing senior management team and attract qualified new personnel; our ability to manage our inventory; seasonal fluctuations in our operating results and inventory levels; risks associated with our e-commerce and omni-channel business; the loss of, or disruption in the operations of, one or more of our distribution centers and/or optical laboratories, resulting in the inability to fulfill customer orders and deliver our products in a timely manner; risk of losses arising from our investments in technological innovators in the optical retail industry; risks associated with environmental, social and governance issues, including climate change; risks associated with vendors from whom our products are sourced, including our dependence on a limited number of suppliers; our ability to develop, maintain and extend relationships with managed vision care companies, vision insurance providers and other third-party payors; our ability to effectively operate our information technology systems and prevent interruption or security breach; our reliance on third-party coverage and reimbursement, including government programs, for an increasing portion of our revenues; our ability to adhere to extensive state, local and federal vision care and healthcare laws and regulations; our compliance with managed vision care laws and regulations; our ability to adhere to changing state, local and federal privacy, data security and data protection laws and regulations; product liability, product recall or personal injury issues; our failure to comply with, or changes in, laws, regulations, enforcement activities and other requirements; the impact of any adverse litigation judgments or settlements resulting from legal proceedings relating to our business operations; our ability to adequately protect our intellectual property; our significant amount of indebtedness and our ability to generate sufficient cash flow to satisfy our debt obligations; a change in interest rates as well as changes in benchmark rates and uncertainty related to the foregoing; restrictions in our credit agreement that limits our flexibility in operating our business; potential dilution to existing stockholders upon the conversion of our convertible notes; and risks related to owning our common stock (including the timing, manner and volume of repurchases of common stock pursuant to our share repurchase program), including our ability to comply with requirements to design and implement and maintain effective internal controls. Additional information about these and other factors that could cause National Vision's results to differ materially from those described in the forward-looking statements can be found in filings by National Vision with the Securities and Exchange Commission ("SEC"), including our latest Annual Report on Form 10-K and subsequent Quarterly Reports on Form 10-Q, which are accessible on the SEC's website at www.sec.gov. These factors should not be construed as exhaustive and should be read in conjunction with the other cautionary statements that are included in this presentation and in our filings with the SEC.

Non-GAAP Financial Measures

Included in this presentation are certain non-GAAP financial measures designed to supplement, and not substitute, the financial information presented in accordance with generally accepted accounting principles in the United States of America ("GAAP") because management believes such measures are useful to investors. Additional information about these measures and a reconciliation to the nearest GAAP financial measures is provided in the appendix to this presentation and detailed in National Vision's press release for the first quarter of 2023, which is available at www.nationalvision.com/investors, together with this presentation.

Agenda

Topic	Presenter
First Quarter 2023 Highlights	Reade Fahs, CEO
First Quarter 2023 Financial Update and 2023 Outlook	Melissa Rasmussen, CFO
Moment of Mission	Reade Fahs, CEO
Q&A	

Reade Fahs
CEO

Melissa Rasmussen
CFO

Patrick Moore
COO

Q1 Highlights

	Amount	Change vs Q1 2022
Net Revenue	$562.4 million	6.6%
Adjusted Operating Income[1]	$39.9 million	(12.0)%
Adjusted Diluted EPS[1]	$0.31	(5.4)%

- Adjusted Comparable Store Sales Growth[1]: 0.8% (compared to (6.8)% in Q1 22)
- Q1 factors
    - Continued strength in managed care offset by macro headwinds and exam capacity constraints
- Opened 8 new stores and ended the quarter with 1,357 stores
- Cash balance of $247 million
- Repurchased 1.1 million shares of common stock for $25 million; $25 million remaining in share repurchase authorization

1-Non-GAAP financial measures; see Appendix for reconciliation to GAAP financial measures of net income of $18.3 million in Q1 2023 and $30.1 million in Q1 2022; diluted EPS of $0.22 in Q1 2023 and $0.34 in Q1 2022; and total comparable store sales growth of 3.0% in Q1 2023 and (4.9)% in Q1 2022.

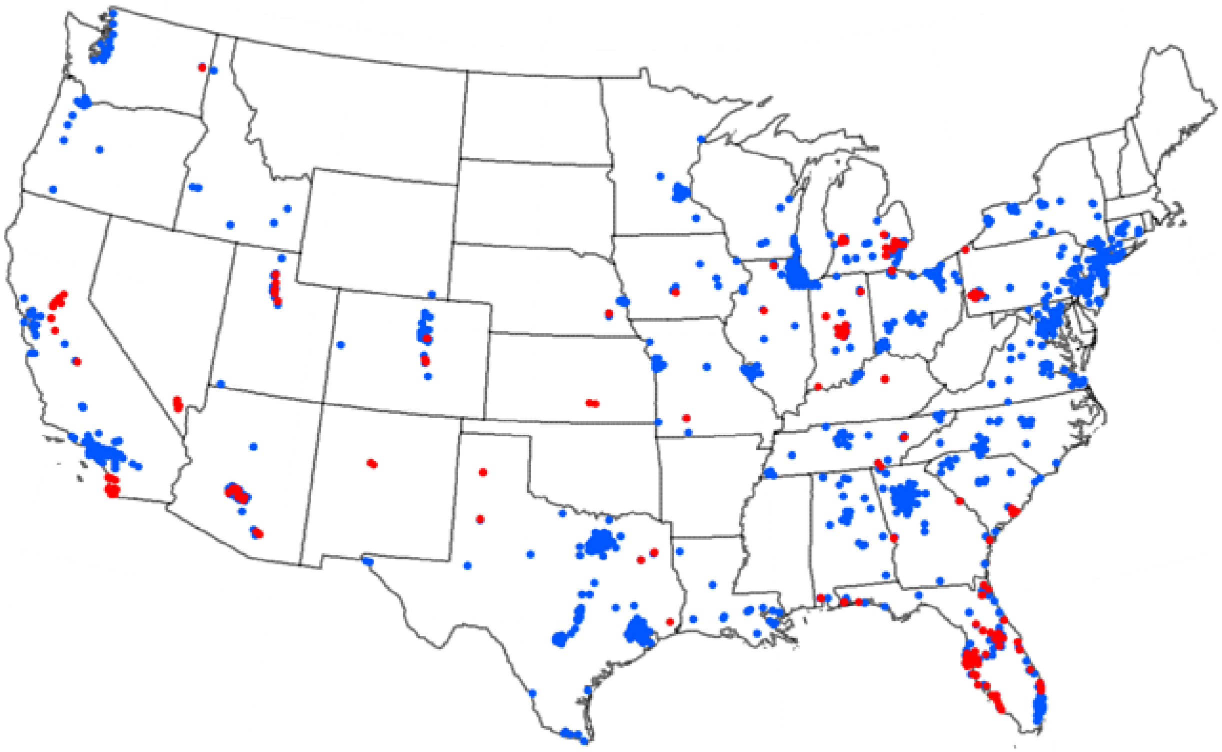
Progress Against 2023 Strategic Initiatives

Significantly Expand Exam Capacity	• **Recruiting & Retention**: Encouraged by Q1 trends aided by the addition of increased flexible schedule options available for Optometrists • **Remote**: On track to enable at least 200 additional AB locations with remote care capabilities in 2023
Further Digitization of Stores & Corporate Office to Improve Efficiency & Productivity	• **Stores**: On track with continued roll out of EHR; seeing initial improvement in productivity with implementation of additional training • **Corporate Office**: On track with plans to begin back-office ERP project in 2H23
Leverage Omni-Channel Capabilities	• Continue to **test new marketing programs** including those that attract consumers via a variety of relatively **new omni-channel offerings**
Capitalize on Whitespace Opportunity	• Opened 4 new America's Best and 4 new Eyeglass World stores in Q1 2023 • **On track to open 65 to 70 new stores in 2023**

Future Whitespace Opportunity

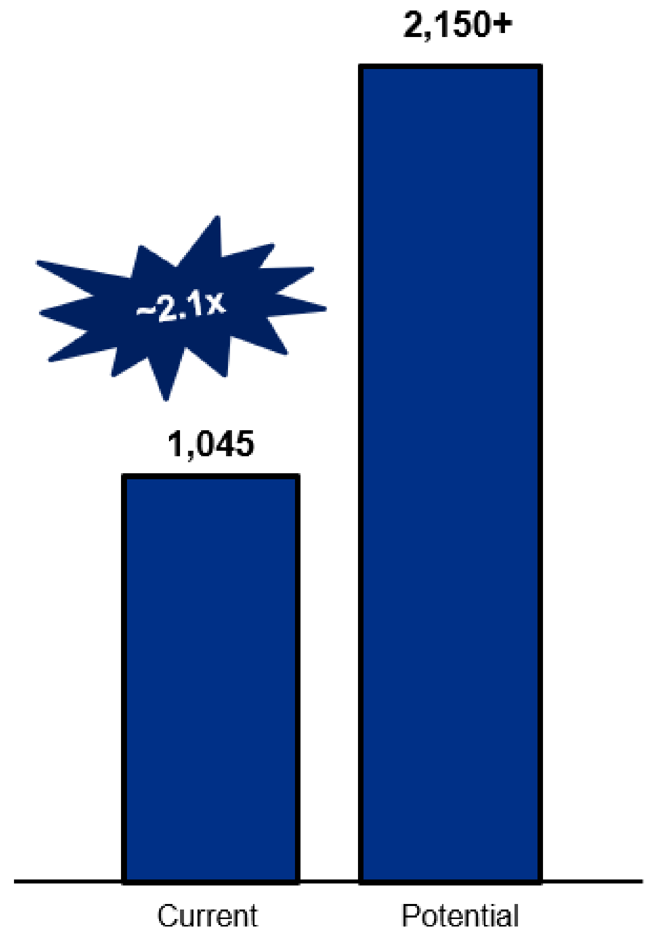
CURRENT STORE FOOTPRINT OF AMERICA'S BEST AND EYEGLASS WORLD…

Brand	# of Stores	# of States
America's Best	905	32
Eyeglass World	140	23



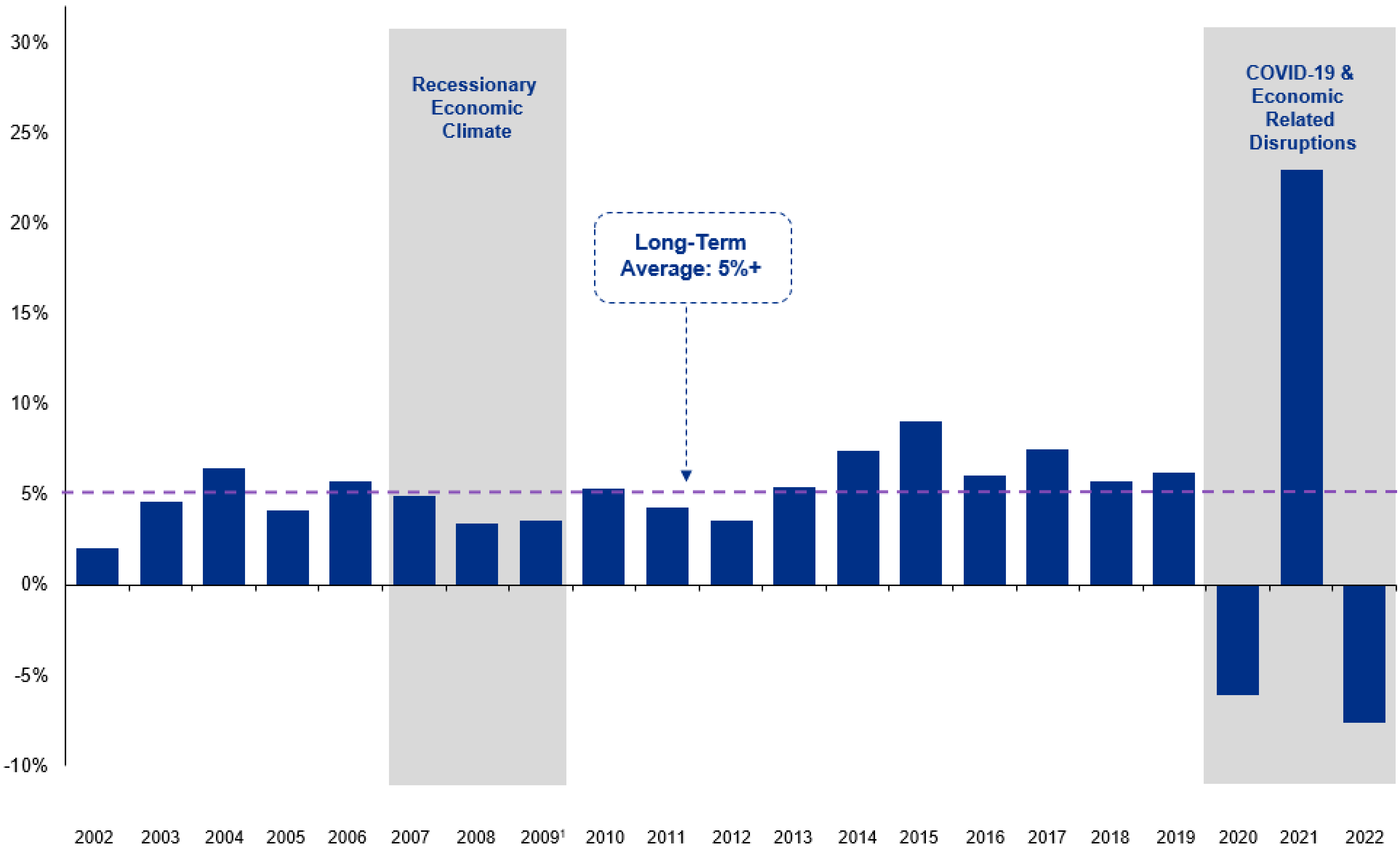
Note: Store count as of April 1, 2023

…SUPPORTED BY STRONG FUTURE STORE POTENTIAL



Significant whitespace opportunity

History of Comparable Store Sales Growth

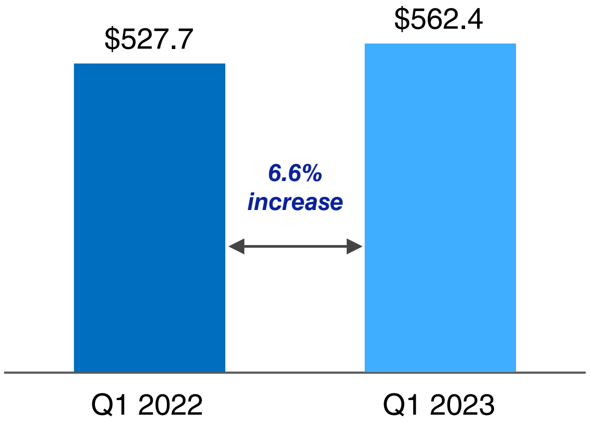


1-2009 comparable store sales exclude sales from the Eyeglass World stores for the first six month "transition" period following our acquisition of Eyeglass World.

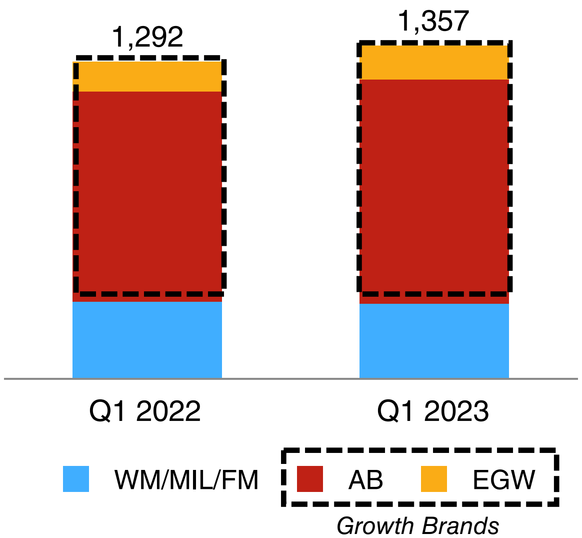
First Quarter 2023 Financial Update

Revenue Drivers

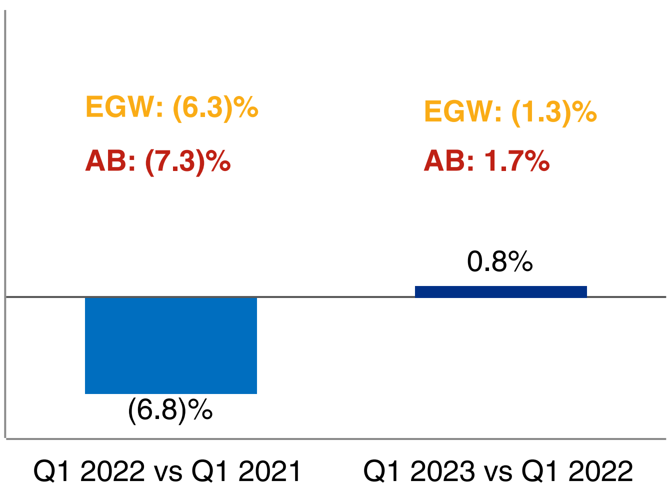
Net Revenue ($M)



Total Store Count



Adjusted Comparable Store Sales Growth[1]



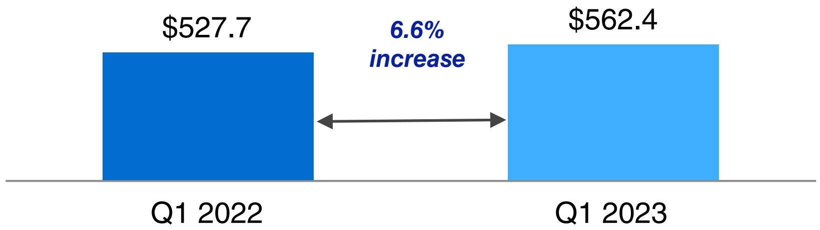
Commentary

- Net revenue increased 6.6% over Q1 2022 primarily due to:
  - Growth from new store sales and recognition of unearned revenue
  - Net revenue was positively impacted by timing of unearned revenue by 2.0%
- 5.0% increase in store count over Q1 2022
  - Opened 4 AB and 4 EGW stores
- 6.7% increase in store count at growth brands over Q1 2022
- Adjusted Comparable Store Sales Growth[1] of 0.8% above Q1 2022
- Comps driven by an increase in average ticket and transactions

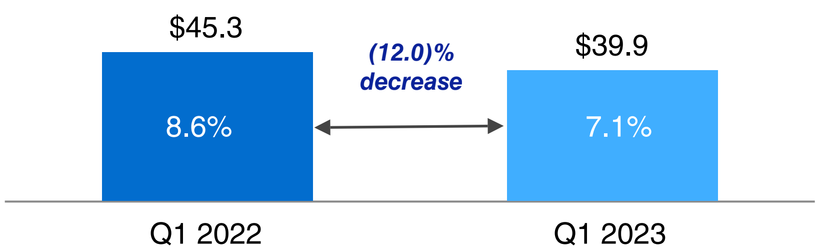
1-Non-GAAP financial measure; see Appendix for reconciliation to GAAP financial measure of Q1 2023 total comparable store sales growth over Q1 2022 of 3.0% and Q1 2022 total comparable store sales growth over Q1 2021 of (4.9)%.

Q1 2023 Results

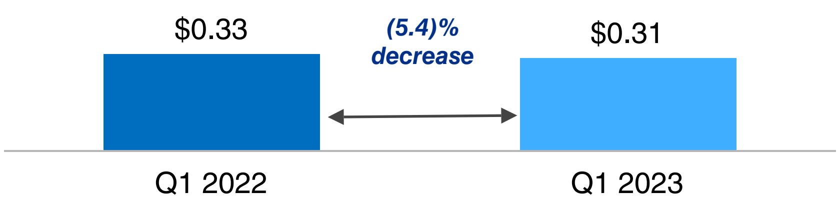
Net Revenue ($M)



Adjusted Operating Income[1] ($M)



Adjusted Diluted EPS[1]



Commentary

- Net revenue increased 6.6% over Q1 2022 primarily due to:
  - Growth from new store sales and recognition of unearned revenue
  - Net revenue was positively impacted by 2.0% due to the timing of unearned revenue on net revenue
- Costs applicable to revenue as a percentage of net revenue increased 50 bps to 45.2% over Q1 2022 primarily due to:
  - Higher growth in optometrist-related costs of 90 basis points, partially offset by higher eyeglass margin of 20 basis points and increased eyeglass mix of 20 basis points
- Adjusted SG&A Percent of Net Revenue[1] increased 140 bps to 43.7% compared to Q1 2022 primarily due to:
  - Higher performance-based incentive compensation of 120 basis points and higher payroll of 60 basis points, partially offset by advertising leverage of 40 basis points
- Adjusted Operating Income[1] decreased 12.0% to $39.9 million compared to Q1 2022. Adjusted Operating Margin[1] decreased 150 basis points to 7.1% compared to Q1 2022 due to factors noted above
- Adjusted Diluted EPS[1] decreased 5.4% to $0.31 compared to Q1 2022

1-Non-GAAP financial measures; see Appendix for reconciliation to GAAP financial measures of SG&A percent of net revenue of 43.3% for Q1 2022 and 44.4% for Q1 2023: net income of $30.1 million for Q1 2022 and $18.3 million for Q1 2023, net income margin of 5.7% for Q1 2022 and 3.2% for Q1 2023 and diluted EPS of $0.34 for Q1 2022 and $0.22 for Q1 2023.

Capital Structure and Cash Flow Highlights

- **Strong liquidity position**
  - $541M of liquidity at end of Q1, including a cash balance of $247M
  - Net debt to TTM Adjusted EBITDA[1]: 1.8x
  - No borrowings outstanding under our revolving credit facility
- **Share repurchase**
  - Repurchased 1.1M shares of common stock for $25M
  - $25M remaining in share repurchase authorization
- **Capital expenditures**
  - $27.7M in Q1 primarily focused on new store openings and accelerated technology investments

1-Non-GAAP financial measure; see Appendix for reconciliation to GAAP financial measure of TTM net income of $30.2 million
See Appendix for additional Capital Structure and Cash Flow detail.

Reaffirms Fiscal 2023 Outlook

The Company reaffirms the previously provided outlook for its key operating metrics, while updating its expectations for tax rate from 26% to 26% - 28%.

	Fiscal 2023 Outlook
New Stores	65 - 70
Adjusted Comparable Store Sales Growth	0% - 3%
Net Revenue	$2.075 - $2.135 billion
Adjusted Operating Income	$48 - $66 million
Adjusted Diluted EPS[1]	$0.42 - $0.60
Depreciation and Amortization[2]	$104 - $106 million
Interest[3]	~$3 million
Tax Rate[4]	26% - 28%
Capital Expenditures	$115 - $120 million

1 - Assumes 80.2 million shares, and does not include 12.9 million shares attributable to the 2025 Notes as they are anticipated to be anti-dilutive to earnings per share for fiscal year 2023
2 - Includes amortization of acquisition intangibles of approximately $7.5 million, which is excluded in the definition of Adjusted Operating Income
3 - Before the impact of gains or losses on change in fair value of derivatives and charges related to amortization of debt discounts and deferred financing costs
4 - Excluding the impact of vesting of restricted stock units and stock option exercises

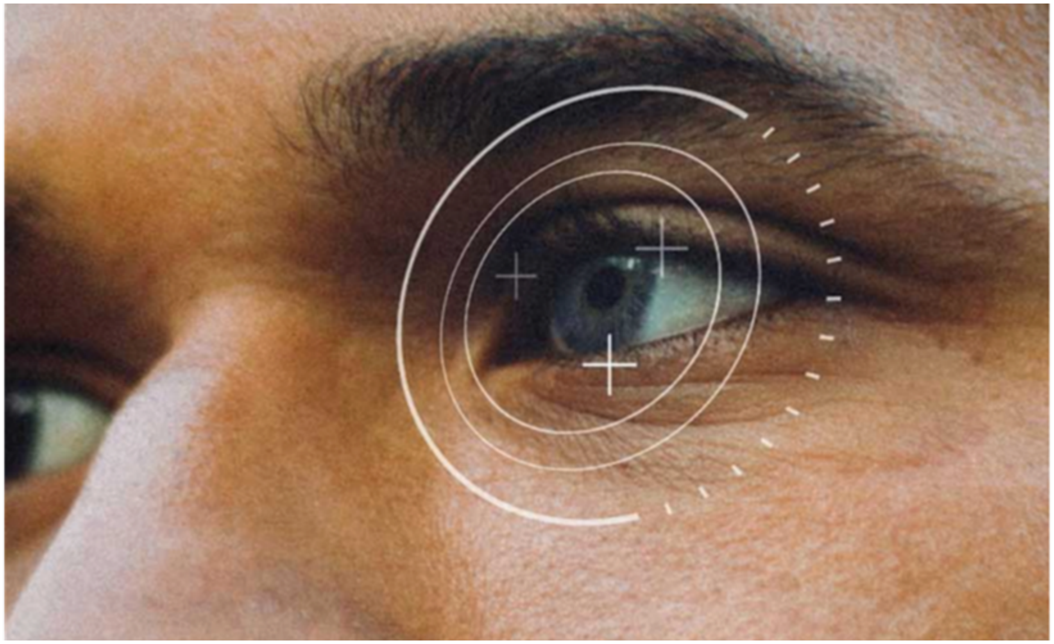
The fiscal 2023 outlook information provided above includes Adjusted Operating Income and Adjusted Diluted EPS guidance, which are non-GAAP financial measures management uses in measuring performance. The Company is not able to reconcile these forward-looking non-GAAP measures to GAAP without unreasonable efforts because it is not possible to predict with a reasonable degree of certainty the actual impact of certain items and unanticipated events, including taxes and non-recurring items, which would be included in GAAP results. The impact of such items and unanticipated events could be potentially significant.

The fiscal 2023 outlook is forward-looking, subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management, and based upon assumptions with respect to future decisions, which are subject to change. Actual results may vary and those variations may be material. As such, the Company's results may not fall within the ranges contained in its fiscal 2023 outlook. The Company uses these forward-looking measures internally to assess and benchmark its results and strategic plans. See "Forward-Looking Statements".

Moment of Mission

Investing in AI to Create Affordable Access

In April, National Vision co-led Toku's Series A Preferred investment round. Toku's artificial intelligence platform analyzes retinal images to assess cardiovascular health.



Toku™

Window to your future health

"We are building a future in which **more people have affordable access** to this critical health data – all from analyzing a retinal image."

-Toku co-founder and CEO Ehsan Vaghefi

Q&A

Appendix

Q1 2023 Consolidated Financial Results (Unaudited)

Dollars and shares in thousands, except Earnings Per Share	Three Months Ended April 1, 2023	Three Months Ended April 2, 2022
Revenue:		
Net product sales	$ 464,761	$ 433,253
Net sales of services and plans	97,608	94,458
Total net revenue	562,369	527,711
Costs applicable to revenue (exclusive of depreciation and amortization):		
Products	173,102	164,219
Services and plans	80,950	71,818
Total costs applicable to revenue	254,052	236,037
Operating expenses:		
Selling, general and administrative expenses	249,922	228,554
Depreciation and amortization	24,813	25,151
Asset impairment	387	406
Other expense (income), net	(117)	231
Total operating expenses	275,005	254,342
Income from operations	33,312	37,332
Interest expense (income), net	4,867	(4,144)
Earnings before income taxes	28,445	41,476
Income tax provision	10,175	11,329
Net income	$ 18,270	$ 30,147
Earnings per share - basic	$ 0.23	$ 0.37
Earnings per share - diluted	$ 0.22	$ 0.34
Weighted average shares outstanding - basic	78,721	81,428
Weighted average shares outstanding - diluted	92,136	94,904

Note: Diluted EPS for the first quarter of 2023 and 2022 is calculated using the if-converted method for the 2025 Notes. We added back $2.4 million and $2.3 million of interest expense (after tax) related to the 2025 Notes for the first quarter of 2023 and 2022, respectively, and assumed conversion of the 2025 Notes at the beginning of each respective period.

Capital Structure and Cash Flow

Q1 2023 Capital Structure ($M)	Debt Amount	Less: Deferred Financing Costs	Amounts per Balance Sheet	% of Total	Coupon	Maturity
First Lien - Term Loan	$ 150.0	$ (0.5)	$ 149.5	26 %	L + 125	7/18/2024
First Lien - Revolving Credit Facility[1]	—	—	—	— %	L + 125	7/18/2024
Convertible senior notes	402.5	(5.2)	397.3	70 %	2.50%	5/15/2025
Other debt[2]	20.1	—	20.1	4 %		
Total debt	$ 572.6	$ (5.7)	$ 566.9	100 %		
Cash and cash equivalents			246.9			
Net debt			$ 320.0			

Cash Flow ($M)	Three Months Ended	
	April 1, 2023	**April 2, 2022**
Net cash provided by operating activities	$ 74.1	$ 47.1
Net cash used for investing activities	(27.6)	(28.1)
Net cash used for financing activities	(28.7)	(9.9)
Net change in cash, cash equivalents and restricted cash	$ 17.8	$ 9.1

Note: Some of the totals in the table above do not foot due to rounding differences
1- $300.0M facility; $293.6M available
2- Finance lease obligations

Reconciliation of Adjusted Comparable Stores Sales Growth (Unaudited)

	Comparable store sales growth [a]		
	Three Months Ended April 1, 2023	Three Months Ended April 2, 2022	2023 Outlook [b]
Owned & Host segment			
America's Best	1.7 %	(7.3)%	
Eyeglass World	(1.3)%	(6.3)%	
Military	3.2 %	(4.1)%	
Fred Meyer	(9.5)%	1.4 %	
Legacy segment	(3.2)%	(4.3)%	
Total comparable store sales growth	3.0 %	(4.9)%	0% - 3%
Adjusted Comparable Store Sales Growth [b]	0.8 %	(6.8)%	0% - 3%

	2021				2022				2023
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Total comparable store sales growth	18.2 %	99.1 %	3.4 %	1.7 %	(4.9)%	(11.0)%	(8.0)%	(5.7)%	3.0 %
Adjustments for effects of: [b]									
Unearned & deferred revenue	13.8 %	(21.6)%	(3.0)%	(0.6)%	(1.8)%	(1.2)%	— %	3.4 %	(2.0)%
Retail sales to Legacy partner's customers	3.8 %	(0.8)%	(0.2)%	0.1 %	(0.1)%	(0.2)%	(0.1)%	(0.1)%	(0.2)%
Adjusted Comparable Store Sales Growth	35.8 %	76.7 %	0.2 %	1.2 %	(6.8)%	(12.4)%	(8.1)%	(2.4)%	0.8 %

(a) Total comparable store sales is calculated based on consolidated net revenue excluding the impact of (i) Corporate/Other segment net revenue, (ii) sales from stores opened less than 13 months, (iii) stores closed in the periods presented, (iv) sales from partial months of operation when stores do not open or close on the first day of the month and (v) if applicable, the impact of a 53rd week in a fiscal year. Brand-level comparable store sales growth is calculated based on cash basis revenues consistent with what the CODM reviews, and consistent with reportable segment revenues presented in Note 10. "Segment Reporting" in our unaudited condensed consolidated financial statements included in Part I. Item 1. in our Quarterly Report on Form 10-Q for the period ended April 1, 2023, with the exception of the Legacy segment, which is adjusted as noted in (b) (ii) below.

(b) There are two differences between total comparable store sales growth based on consolidated net revenue and Adjusted Comparable Store Sales Growth: (i) Adjusted Comparable Store Sales Growth includes the effect of deferred and unearned revenue as if such revenues were earned at the point of sale, resulting in the changes from total comparable store sales growth based on consolidated net revenue as shown in the table above; and (ii) Adjusted Comparable Store Sales Growth includes retail sales to the Legacy partner's customers (rather than the revenues recognized consistent with the management & services agreement with the Legacy partner), resulting in the changes from total comparable store sales growth based on consolidated net revenue as shown in the table above; (iii) with respect to the Company's 2023 Outlook, Adjusted Comparable Store Sales Growth includes an estimated 0.2% decrease for the effect of deferred and unearned revenue as if such revenues were earned at the point of sale and retail sales to the Legacy partner's customers (rather than the revenues recognized consistent with the management & services agreement).

NATIONAL VISION

Reconciliation of Adjusted Operating Income to Net Income (Unaudited)

Dollars in thousands	Three Months Ended April 1, 2023	Three Months Ended April 2, 2022
Net income	$ 18,270	$ 30,147
Interest expense (income), net	4,867	(4,144)
Income tax provision	10,175	11,329
Stock compensation expense [(a)]	4,315	3,734
Asset impairment [(b)]	387	406
Amortization of acquisition intangibles [(c)]	1,872	1,872
Other [(f)]	(13)	1,960
Adjusted Operating Income	$ 39,873	$ 45,304
Net income margin	3.2 %	5.7 %
Adjusted Operating Margin	7.1 %	8.6 %

Note: Percentages reflect line item as a percentage of net revenue, adjusted for rounding.

Reconciliation of Adjusted EBITDA to Net Income (Unaudited)

Dollars in thousands	Three Months Ended April 1, 2023	Three Months Ended April 2, 2022	Twelve Months Ended April 1, 2023
Net income	$ 18,270	$ 30,147	$ 30,245
Interest expense (income), net	4,867	(4,144)	9,473
Income tax provision	10,175	11,329	17,537
Depreciation and amortization	24,813	25,151	99,618
EBITDA	58,125	62,483	156,873
Stock compensation expense [a]	4,315	3,734	14,093
Asset impairment [b]	387	406	5,764
Other [f]	(13)	1,960	(2,236)
Adjusted EBITDA	$ 62,814	$ 68,583	$ 174,494
Net income margin	3.2 %	5.7 %	
Adjusted EBITDA Margin	11.2 %	13.0 %	
Net debt/Net income			10.6x
Net debt/Adjusted EBITDA			1.8x

Note: Percentages reflect line item as a percentage of net revenue, adjusted for rounding.

Reconciliation of Adjusted Diluted EPS to Diluted EPS (Unaudited)

	Three Months Ended	
Shares in thousands	April 1, 2023	April 2, 2022
Diluted EPS	$ 0.22	$ 0.34
Stock compensation expense [a]	0.05	0.04
Asset impairment [b]	0.00	0.00
Amortization of acquisition intangibles [c]	0.02	0.02
Amortization of debt discount and deferred financing costs [d]	0.00	0.00
Losses (gains) on change in fair value of derivatives [e]	0.03	(0.10)
Other [f]	(0.00)	0.02
Tax expense (benefit) from stock-based compensation [g]	0.01	0.00
Tax effect of total adjustments [h]	(0.03)	0.00
Adjusted Diluted EPS	$ 0.31	$ 0.33
Weighted average diluted shares outstanding	92,136	94,904

Note: Some of the totals in the table above do not foot due to rounding differences.

Reconciliation of Adjusted SG&A to SG&A (Unaudited)

Dollars in thousands	Three Months Ended	
	April 1, 2023	**April 2, 2022**
SG&A	$ 249,922	$ 228,554
Stock compensation expense [(a)]	4,315	3,734
Other [(i)]	(13)	1,705
Adjusted SG&A	$ 245,620	$ 223,115
SG&A Percent of Net Revenue	44.4 %	43.3 %
Adjusted SG&A Percent of Net Revenue	43.7 %	42.3 %

Note: Percentages reflect line item as a percentage of net revenue.

Reconciliation of Non-GAAP to GAAP Financial Measures Footnotes

(a) Non-cash charges related to stock-based compensation programs, which vary from period to period depending on the timing of awards and performance vesting conditions.
(b) Reflects write-off of primarily property, equipment and lease-related assets on closed or underperforming stores.
(c) Amortization of the increase in carrying values of finite-lived intangible assets resulting from the application of purchase accounting to the acquisition of the Company by affiliates of KKR & Co. Inc.
(d) Amortization of deferred financing costs and other non-cash charges related to our long-term debt. We adjust for amortization of deferred financing costs related to the 2025 Notes only when adjustment for these costs is not required in the calculation of diluted earnings per share under U.S. GAAP.
(e) Reflects losses (gains) recognized in interest expense (income), net on change in fair value of de-designated hedges.
(f) Other adjustments include amounts that management believes are not representative of our operating performance (amounts in brackets represent reductions in Adjusted Operating Income, Adjusted Diluted EPS and Adjusted EBITDA), which are primarily related to excess payroll taxes on stock option exercises, executive severance and relocation and other expenses and adjustments, including losses on other investments of $0.3 million for the three months ended April 2, 2022.
(g) Tax expense (benefit) associated with accounting guidance requiring excess tax expense (benefit) related to vesting of restricted stock units and exercises of stock options to be recorded in earnings as discrete items in the reporting period in which they occur.
(h) Represents the income tax effect of the total adjustments at our combined statutory federal and state income tax rates.
(i) Reflects other expenses in (f) above, except for losses on other investments of $0.3 million for the three months ended April 2, 2022.

Adjusted Comparable Store Sales Growth Primer

What is Adjusted Comparable Store Sales Growth?

- Calculated using net revenue **on a cash-basis**
- Excludes the impact of unearned and deferred revenue

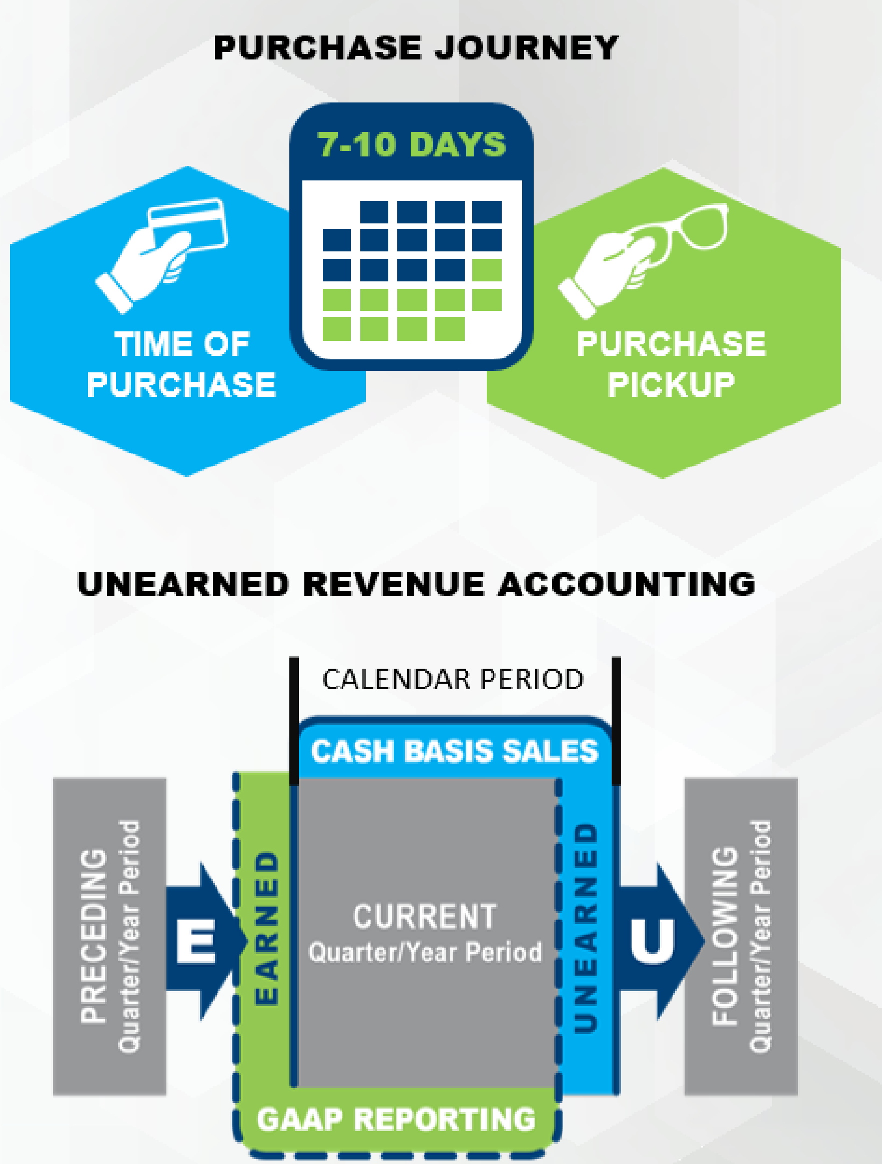
Why use Adjusted Comparable Store Sales Growth?

- Provides a clear view of the Company's current operating performance
- Shifts in unearned revenue are difficult to predict and related to short-term customer behavior (see slide 25)
- Used by management to assess business performance and is the basis for store-level business performance
- Consistently applied methodology

Adjusted Comparable Store Sales Growth consistently lower than total comparable store sales growth

- Company provides total comparable store sales growth measured on GAAP revenue
- Adjusted measure has been lower than or equal to GAAP measure in 17 of last 23 quarters due to unearned revenue
- Total comparable store sales growth based on GAAP revenue was not calculated prior to 2017 IPO

Unearned Revenue Primer



- Customers generally pay for products and services at time of order. Eyeglasses are picked up approximately 7 to 10 days later.
- Unearned revenue represents **CASH BASIS SALES** during approximately the last week of a reporting period. **GAAP REPORTING** requires REVENUE RECOGNITION at time of PICKUP.
- The change in unearned revenue depends on relative magnitude of sales for last week of the preceding E and current U quarters, as well as customer purchase pick-up behavior.
  - The change in activity is then compared to the same periods in the prior year.
- Typical seasonal impact on income statement:

Q1 negative (E<U)	**Q2** positive (E>U)
Q3 pos./neg. (E><U)	**Q4** negative (E<U)

- For a company with growing revenues, unearned revenue should also grow to some degree each year.

"It's a short-term timing difference between quarters"

Check out some of our latest commercials: National Vision Commercials

Check out our video demonstrating a remote exam: Remote Care with National Vision