FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

| STATEMENT | OF CHAI | NGES IN BE | NEFICIAL ( | OWNERSHIP |
|-----------|---------|------------|------------|-----------|

| OMB APPROVAL        |           |  |  |  |  |  |  |
|---------------------|-----------|--|--|--|--|--|--|
| OMB Number:         | 3235-0287 |  |  |  |  |  |  |
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| 1. Name and Address of Reporting Person* FAHS L READE  |  |  |                  | 2. Issuer Name <b>and</b> Ticker or Trading Symbol National Vision Holdings, Inc. [ EYE ] |                               |   |   |     |  |           |                               | neck all      | applica<br>irector                  | able)   | g Perso   | on(s) to Issu   | vner           |  |                                       |  |
|--|--|--|------------------|---|-------------------------------|---|---|-----|--|-----------|-------------------------------|---------------|-------------------------------------|---|---|---|----------------|--|---------------------------------------|--|
| (Last) (First) (Middle) C/O NATIONAL VISION HOLDINGS, INC., 2435 COMMERCE AVENUE, BLDG. 2200     |  |  |                  |   |                               | 3. Date of Earliest Transaction (Month/Day/Year) 08/13/2021 |   |     |  |           |                               |               |                                     | X Officer (give title below) Other (specify below)  Chief Executive Officer |   |   |                |  |                                       |  |
| (Street)  DULUT  |  | A<br>tate)   | 30096-4<br>(Zip) | 980   | _ 4.                          | 4. If Amendment, Date of Original Filed (Month/Day/Year)    |   |     |  |           |                               |               |                                     | e)<br><mark>X</mark> F<br>F   | ,   |   |                |  |                                       |  |
| 1. Title of Security (Instr. 3)  2. Transaction Date   |  |  |                  | action  | on 2A. Deemed Execution Date, |   | 3. A. Securities Acquired (A) or Transaction Code (Instr. |     |  | (A) or    | 5. Amount of                  |               |                                     | Form: Di  |   | 7. Nature of<br>Indirect<br>Beneficial                                  |                |  |                                       |  |
| (MIC   |  |  | (WOILLIA)        | n/Day/Year)   |                               | if any<br>(Month/Day/Year)                                  |   | 8)  | v v  | Amount    | (A) or (D)                    | Price         | On Re                               | Owned Following Reported Transaction(s) (Instr. 3 and 4)                    |   | (I) (Instr. 4)  |                | Ownership<br>(Instr. 4)  |                                       |  |
| Common Stock 0   |  |  | 08/13            | 3/2021  |                               |   |   | S   |  | 2,840(1)  | D                             | \$55.10       | 3(2)                                | (2) 331,835   |   | D   |                |  |                                       |  |
| Common Stock 0   |  |  | 08/16            | /2021   |                               |   |   | М   |  | 654,234   | A                             | \$4.27        | 7                                   | 986,069   |   | 9 D   |                |  |                                       |  |
| Common Stock 08/1  |  |  | 08/16            | 5/2021  | 021                           |   |   | S   |  | 323,602(3 | ) D                           | \$53.58       | 3.583 <sup>(4)</sup> 662            |   | 2,467   |   | D              |  |                                       |  |
| Common Stock   |  |  |                  |   |                               |   |   |     |  |           |                               | 183,430       |                                     |   |   | Held by<br>Trust  |                |  |                                       |  |
|  | Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) |  |                  |   |                               |   |   |     |  |           |                               |               |                                     |   |   |   |                |  |                                       |  |
| 1. Title of Derivative Security (Instr. 3)  2. Conversio or Exercis Price of Derivative Security |  | rsion Date<br>rcise (Month/Day/Year)<br>if<br>tive | Execution if any | A. Deemed<br>xecution Date,<br>any<br>Month/Day/Year)                                     |                               | action<br>Instr.  |   |     | 6. Date Exercisable<br>Expiration Date<br>(Month/Day/Year) |           | ate                           | of Securities |                                     | Deriv   | 3. Price of<br>Derivative<br>Security<br>(Instr. 5) | derivative<br>Securities<br>Beneficia<br>Owned<br>Following<br>Reported | e<br>s<br>Illy | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | Beneficial<br>Ownership<br>(Instr. 4) |  |
|  |  |  |                  |   | Code                          | v   | (A)   | (D) | Date<br>Exercis  | sable     | Expiration<br>Date            | Title         | Amount<br>or<br>Number<br>of Shares |   |   | Transaction(s<br>(Instr. 4)   |                |  |                                       |  |
| Stock<br>Option<br>(Right to<br>Buy)   | \$4.27   | 08/16/2021   |                  |   | M                             |   | 654,234   |     | (5)  | )         | 03/13/2024 Common<br>Stock 65 |               | 654,234                             | 1 9   | \$0 0   |   |                | D  |                                       |  |
| Explanation  | n of Respons   | :00:   |                  |   |                               |   |   |     | -  |           |                               | -             |                                     | ·   |   | -   | -              |  |                                       |  |

- 1. The sale reported in this Form 4 was effected pursuant to a Rule 10b5-1 trading plan established by the reporting person on May 20, 2021.
- 2. Price represents the weighted average sales price. The shares were sold pursuant to a single order in multiple transactions as prices ranging from \$55.00 to \$55.505. Upon request by the SEC staff, the issuer or a security holder of the issuer, the reporting person will provide full information regarding the number of shares sold at each separate price.
- 3. Represents shares sold to cover exercise price and taxes for options exercised via a cashless hold.
- 4. Price represents the weighted average sales price. The shares were sold pursuant to a single order in multiple transactions as prices ranging from \$53.47 to \$53.90. Upon request by the SEC staff, the issuer or a security holder of the issuer, the reporting person will provide full information regarding the number of shares sold at each separate price.
- 5. These stock options are fully vested.

## Remarks:

/s/ Jared Brandman, as 08/17/2021 Attorney-in-Fact

\*\* Signature of Reporting Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- \* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.