Instruction 1(b).

FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

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

| Washington, | D.C. 20549 |
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

| OMB APPROVAL | | | | | | | | |
|--------------------------|-----|--|--|--|--|--|--|--|
| OMB Number: 3235-0287 | | | | | | | | |
| Estimated average burden | | | | | | | | |
| hours per response | 0.5 | | | | | | | |

| 1. Name and Address of Reporting Person* <u>Thompson Luke D</u> | | | | 2. Issuer Name and Ticker or Trading Symbol Grocery Outlet Holding Corp. [GO] | | | | | | Check all app Direc | ationship of Reporting P k all applicable) Director Officer (give title below) EVP, GC and | | 10% Owner Other (specify below) | | | |
|---|---|--|--|---|---|---|---|---------|--|------------------------|---|---|--|---|-------|--|
| (Last) | (Last) (First) (Middle) C/O GROCERY OUTLET HOLDING CORP. | | | | 3. Date of Earliest Transaction (Month/Day/Year) 05/21/2024 | | | | | | | | | | helov | |
| 5650 HOLLIS STREET | | | | 4. If A | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | 6. Individual or Joint/Group Filing (Check Applica Line) | | | | | |
| (Street) EMERYVILLE CA 94608 | | | | | | | | | | Form | Form filed by One Reporting Person Form filed by More than One Reporting Person | | | | | |
| (City) | (St | ate) (Z | Zip) | Rule 10b5-1(c) Transaction Indication Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10. | | | | | | | | | | | | |
| | | Table | I - Non-Deriv | ative S | Secu | rities Ac | quired | , Dis | posed of | , or Be | enefic | ially Own | ed | | | |
| 1. Title of Security (Instr. 3) 2. Transac Date (Month/Da | | | | Execution Date, | | Code | Transaction Disposed Of (D) Code (Instr. 5) | | s Acquired (A) or of (D) (Instr. 3, 4 and | | nd Securi Benefi Owned | Securities I Beneficially | | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | | |
| | | | | | | | Code | v | Amount | (A) or (D) | Price | Transa | action(s) 3 and 4) | | | (Instr. 4) |
| Common Stock 05/21/2 | | | | /2024 | 2024 | | S | | 1,332(1) | D | \$22 | 22.43 32,306 | | D | | |
| | | Tal | ole II - Deriva (e.g., p | | | | | | osed of, convertib | | | | d | | | |
| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year | 4. Transa Code (8) | | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | Expira (Month | tion Da | | | t of ies ring ive y (Instr. | 8. Price of Derivative Security (Instr. 5) | 9. Number derivative Securities Beneficial Ownfed Following Reported Transactio (Instr. 4) | Owne Form: Direct or Ind (I) (Ins | (D) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |

Exercisable

Explanation of Responses:

1. These shares were sold to satisfy the reporting person's tax withholding obligation upon vesting of RSUs previously granted.

Remarks:

/s/ Lauri Fischer, Lauri Fischer, attorney-in-fact

05/22/2024

** Signature of Reporting Person

Date

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.