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Ulta Beauty Launches UB Marketplace, Expanding Choice and Discovery Across Beauty and Wellness

Curated third-party platform is now live featuring 100 innovative new brands and more to come

BOLINGBROOK, Ill.--(BUSINESS WIRE)-- Ulta Beauty (NASDAQ: ULTA) today announced that UB Marketplace – a thoughtfully curated marketplace dedicated to beauty and wellness – is now live on ulta.com and the Ulta Beauty app. As a key element of the company's Ulta Beauty Unleashed strategy to scale new businesses, UB Marketplace marks a bold evolution in how Ulta Beauty serves, inspires and connects with beauty enthusiasts.

UB Marketplace – powered by Mirakl, a leader in enterprise marketplace technology – expands Ulta Beauty's e-commerce presence and offers guests a broader, complementary assortment across beauty, wellness and adjacent lifestyle categories. UB Marketplace is integrated into the Ulta Beauty shopping experience on ulta.com and the Ulta Beauty app to deliver a seamless guest experience, with unified search, cart and checkout, Ulta Beauty Rewards on eligible purchases, and convenient in-store returns for UB Marketplace items. The platform is only open, by invitation, to brands and not third-party sellers to ensure guests receive the exceptional product quality and experience they expect from Ulta Beauty.

"UB Marketplace allows us to deliver more newness, faster entry into emerging subcategories and trends, and deeper category authority – while keeping the guest experience unmistakably Ulta Beauty," said Lauren Brindley, chief merchandising and digital officer at Ulta Beauty. "This thoughtfully curated model scales discovery and brand building for our partners, and ensures guests enjoy the same benefits they love – Ulta Beauty Rewards, easy returns and a unified, trusted shopping experience."

New Brands Available Today through UB Marketplace

At launch, guests will discover a curated selection of notable brands and product lines across emerging and established categories such as Wellness, Grooming & Personal Care; Luxury; Pro Tools and Tech Innovations; and Global Beauty. Shoppers can now explore more than 100 new brands on the platform – and growing – including the plant-powered nail care of Manucurist, luxury home fragrances from Apotheke, grooming essentials from ATWATER and Oars + Alps, the lash and brow innovations of Babe Lash, French skincare favorites Nuxe and A313, clean and nourishing beauty from Ogee, and K-beauty inspired treatments from Saturday Skin.

Ulta Beauty plans to quickly scale its UB Marketplace assortment over the next 12-18

months while keeping the experience seamless and complementary. Guests can explore new brands available through UB Marketplace on the [New Arrivals](#) page on ulta.com.

Benefits of UB Marketplace

- **A curated selection of brands** across beauty and wellness, selected and vetted by Ulta Beauty. Designed to supplement the core assortment, the brands currently available on UB Marketplace strengthen Ulta Beauty's category leadership across makeup, skincare, haircare, fragrance and wellness – while tapping into new and complementary subcategories and trends.
- **An integrated shopping experience – one account, one checkout, one service standard.** Eligible UB Marketplace purchases earn Ulta Beauty Rewards and offer easy returns (via mail or at more than 1,400 Ulta Beauty stores), with unified search, carts and order history. In-store returns are **powered by Happy Returns** for added convenience.
- **Speed to newness and brand building** An extended aisle of brands that enables rapid test-and-learn across emerging categories and trends, while giving brands visibility across 45+ million Ulta Beauty Rewards members and integrated digital ecosystem.
- **Best-in-class technology via Mirakl, combined with Merkle's strategic expertise.** Robust seller tools, product data quality, and reliable fulfillment and service integrations support scale and consistency.

How Prospective Brands Can Join UB Marketplace

To ensure compliance with Ulta Beauty's high quality and performance standards and maintain a thoughtfully curated shopping experience for guests, brand participation is by invitation only. Brands interested in being considered can learn more and apply at ulta.com/marketplace.

About Ulta Beauty

Ulta Beauty (NASDAQ: ULTA) is the largest specialty beauty retailer in the U.S. and a leading destination for cosmetics, fragrance, skincare, haircare, wellness and salon services. Since opening its first store in 1990, Ulta Beauty has grown to approximately 1,500 stores across the U.S. and redefined beauty retail by bringing together All Things Beauty. All in One Place[®]. With an expansive product assortment, professional salon services and its beloved Ulta Beauty Rewards loyalty program, the company delivers seamless, personalized experiences across stores, Ulta.com and the Ulta Beauty App – where the possibilities are truly beautiful. Ulta Beauty is also expanding its presence internationally through a joint venture in Mexico, a franchise in the Middle East, and its subsidiary, Space NK, a luxury beauty retailer operating in the U.K. and Ireland. For more information, visit www.ulta.com.

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