

November 6, 2025



Ulta Beauty Expands International Footprint with First Middle East Store in Kuwait

In Partnership with Alshaya Group, the largest specialty beauty retailer in the United States will open its first franchise store at The Avenues in Kuwait with additional locations across the Middle East to follow.

BOLINGBROOK, Ill.--(BUSINESS WIRE)-- Ulta Beauty, the largest specialty beauty retailer in the U.S., today announced the opening of its first store in the Middle East. Located at The Avenues in Kuwait, the store will officially open its doors on November 7, 2025. The highly anticipated launch follows the company's earlier announcement of its partnership with leading international retail franchise operator Alshaya Group and marks a significant milestone in Ulta Beauty's global expansion.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20251106205508/en/>

Ulta Beauty at The Avenues, Kuwait

"Opening our first Ulta Beauty store in the Middle East is a

proud moment for our brand and our partnership with Alshaya Group—and an important step in our global growth journey, said Kecia Steelman, President and CEO, Ulta Beauty. "The Kuwait store brings to life the unmatched experience our guests, associates, and brand partners have cherished for decades in the U.S., while incorporating unique elements that are important to the local consumer. We're honored to share our expertise for beauty with this vibrant and passionate new community through the hard work of the teams bringing it to life."

"Our fantastic new partnership with Ulta Beauty is another step forward for Alshaya Group as we bring the very best brands to the region, said John Hadden, CEO, Alshaya Group. "We know that beauty shoppers are excited for Ulta Beauty and can now experience the unique store environment and exclusive access to many brands for the first time in the region."

Spanning 15,000 square feet, the store will deliver Ulta Beauty's signature experience to the region, bringing to life the company's hallmark model of *All Things Beauty, All in One Place*® through a dynamic assortment across categories and price points along with makeup, skin, brow and nail services. Showcasing over 300 highly sought-after beauty and wellness brands, including many that are new to the Middle East and part of the Only at Ulta offering. The curated assortment features several beloved US brands such as Ulta Beauty Collection, Ôrëbella, Morphe, Polite Society, LolaVie, Sacheu, Better World Fragrance House, and Snif,

along with global favorites such as Peter Thomas Roth and Kiko Milano and new, emerging local brands such as Bex Beauty, Asteri, and Nadine Njeim Beauty, which will continue to evolve to meet the unique preferences of local beauty enthusiasts.

Following the Kuwait opening, Ulta Beauty and Alshaya Group will continue their regional expansion with new stores in United Arab Emirates at the Mall of the Emirates in January 2026 and Dubai Mall in March 2026. Ulta Beauty will also make its debut in Saudi Arabia with a store at the Red Sea Mall in March 2026. Additional Ulta Beauty locations are planned across the Middle East as part of the ongoing partnership with Alshaya Group.

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.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20251106205508/en/>

Ulta Beauty Media Contact:

Crystal Carroll

Senior Director, Public Relations

ccarroll@ulta.com

Source: Ulta Beauty