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Ulta Beauty Names Lauren Brindley Chief Merchandising and Digital Officer

Global Beauty Retail Leader to Oversee Merchandising, Digital and Brand Development Strategies

BOLINGBROOK, III.--(BUSINESS WIRE)-- Ulta Beauty, Inc. (NASDAQ: ULTA) today announced the appointment of Lauren Brindley as Chief Merchandising and Digital Officer effective June 3, 2025. Brindley succeeds Monica Arnaudo who will retire in June. As Chief Merchandising and Digital Officer, Brindley will have executive responsibility for Ulta Beauty's merchandising, ecommerce, wellness, and marketplace strategies, while also leading the company's assortment brand building strategy.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20250416090587/en/>

Lauren Brindley, Chief Merchandising and Digital Officer, Ulta Beauty

"Providing our guests with the best beauty and wellness

assortment while building strong, strategic partnerships with our brands is critical to Ulta Beauty's future growth," said Kecia Steelman, President and Chief Executive Officer. "I'm confident Lauren is the right person to fuel our continued success. She is a proven, strategic leader with deep industry expertise, a global perspective, and a passion for beauty that aligns with our vision for the future. My sincere thanks to Monica, who has shaped Ulta Beauty's world-class assortment and category innovation, and for her support during this transition."

"I am truly honored to join Ulta Beauty and build upon the company's exceptional legacy of innovation and impact," said Lauren Brindley. "As a long-time admirer of the brand, I'm thrilled to step into this role and work alongside an incredible leadership team to help shape the next chapter of growth and continue to elevate the beauty experience for guests and partners alike."

Brindley brings more than two decades of global beauty and retail expertise to Ulta Beauty. Most recently, she served as Chief Executive Officer of Revolution Beauty and prior to that, she held senior leadership roles at Walgreens and Boots UK, where she demonstrated proven success in driving ambitious and transformative change for both luxury and mass consumer businesses.

About Ulta Beauty

At Ulta Beauty (NASDAQ: ULTA), the possibilities are beautiful. Ulta Beauty is the largest U.S. beauty retailer and the premier beauty destination for cosmetics, fragrance, skin care

products, hair care products and salon services. In 1990, the Company reinvented the beauty retail experience by offering a new way to shop for beauty – bringing together All Things Beauty, All in One Place®. Today, Ulta Beauty operates more than 1,400 retail stores across 50 states and also distributes its products through its website, which includes a collection of tips, tutorials, and social content. For more information, visit <https://www.ulta.com>.

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