

If you prefer to remain anonymous, call NAVEX Global.

NAVEX Global is an independent reporting service that allows you to communicate your concerns anonymously and confidentially via internet or telephone anytime, day or night.

Here's what happens:

1. You will be given the option to remain anonymous. A customized Web form or professional interview specialist will then document your concern in detail.
2. Your information will be relayed to our organization for appropriate follow-up.
3. You may be asked to check back to provide additional information or to answer questions our organization might have as we investigate your concern.
4. Reports submitted to NAVEX Global are handled promptly and discreetly. Retaliation against anyone who reports a concern is a violation of our organization's principles and will not be tolerated.

That's all it takes to speak up. In just a few minutes, you've done your part to make our organization a better place to work.

**Speak
Up!**

Discuss any concerns with the appropriate supervisor or manager. If you prefer to remain anonymous, contact NAVEX Global.

Report online:
reportlineweb.com/Ulta

Call toll-free:
1-888-673-9271

24 hours a day,
7 days a week.

Some common examples of unethical, illegal, and irresponsible acts:

- Associate theft
- Destroying, altering or falsifying company records
- Accounting or auditing irregularities
- Information leaks
- Use or sale of illegal drugs
- Creating or ignoring safety hazards
- Physical harm or harassment
- Conflicts of interest or kickbacks
- Misuse of company assets including theft, fraud, waste, and abuse
- Vandalism or sabotage
- Unauthorized discounts
- Insider trading
- Violations of antitrust, environmental or other governmental compliance regulations
- Fraudulent Workers' Compensation claims

Maintaining high standards means conducting business ethically and legally. Our adherence to these standards is a key component in building a reputation for excellence and integrity.



YOU ARE THE SOLUTION FOR MAINTAINING A FAIR AND ETHICAL WORKPLACE.

ULTA
BEAUTY

Conducting business with integrity starts with you.

Unethical, illegal, or irresponsible acts can cause serious loss or harm to our company, our associates, and our guests. This is why it's everyone's responsibility to help prevent these activities. You make a difference!

Why should I get involved?

Unethical, illegal, or unsafe activity can result in serious consequences including fines or lawsuits against Ulta Beauty that could hurt our performance and our reputation. Ultimately, this hurts our associates.

We want to have a sense of pride in Ulta Beauty. After all, we are proud of the reputation we've built, and we need our associates to do their part to protect it. With your help, we can uphold our company's values and reach new heights of excellence.

WHAT'S MY PART?

There are two simple steps anyone can take to help.

STEP 1 Think!

Consider your own behavior first. If you have doubts about what to do in a certain situation, ask yourself:

- Is it illegal?
- Is it against Ulta Beauty's written code of business conduct and ethics?
- Could it cause loss or harm to you, other associates, guests, shareholders, or the company?
- Would you feel uncomfortable if everyone knew what you did?

If you answer **"YES"** to any of these questions, don't do it! If the answers still aren't clear, don't take chances. Talk it over with a manager or supervisor. It could be one of the most important discussions you ever have.

STEP 2 Speak Up!

Unfortunately, people don't always make the right decision. If you become aware of unethical, illegal, or irresponsible activity, don't ignore it.

- Drop a hint. Say something that expresses your awareness and concern. You can have a powerful influence on others. Reminding someone to think before acting may help prevent them from making a big mistake.
- Discuss it. If the situation doesn't improve or dropping a hint is not appropriate, don't keep it to yourself. Ignoring a problem only allows it to grow more costly and frustrating.

Conducting Business with Integrity Starts with You

If you have a concern or suggestion for preventing unethical, illegal or irresponsible acts, please speak up.

Discuss any concerns with your immediate manager or supervisor.

