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Ulta Beauty Charitable Foundation Celebrates 10 Years of Giving and Community Impact

Ulta Beauty Charitable Foundation will reach nearly \$100 million in total donations by year end

- **The Ulta Beauty Charitable Foundation celebrates 10 years of community impact and continues advancing its mission focused on empowering well-being for women and teens**, marking a decade of supporting programs, resources and experiences that help foster healthy minds, bodies and communities.
- **With the support of Ulta Beauty guests, associates and business partners, the Ulta Beauty Charitable Foundation will reach nearly \$100 million** in donations to nonprofit partners by year end.
- **In this milestone year, the Ulta Beauty Charitable Foundation expanded its impact through fundraising, partnerships and programming.** In 2026, UBCF raised \$2 million with the Rare Impact Fund to support youth mental health, raised \$3.2 million for UBCF in its first in-store fundraising program and advanced initiatives with key partners including the Breast Cancer Research Foundation, YWCA USA, Dress for Success and Big Brothers Big Sisters.

BOLINGBROOK, III.--(BUSINESS WIRE)-- The Ulta Beauty Charitable Foundation (UBCF), a 501(c)(3) affiliated with the nation's largest beauty retailer, is celebrating 10 years of community impact as it continues advancing its mission of empowering women and teens by helping them unleash their unique possibilities across all dimensions of their lives. The foundation approaches well-being holistically, focusing on three pillars that support healthy minds, bodies and communities. It works closely with over 20 nonprofit partners to fund programming that provides women and teens increased confidence, resilience and sense of belonging.

With the support of Ulta Beauty guests, associates and business partners, UBCF will reach nearly \$100M in total donations to its nonprofit partner organizations by the end of the year.

"I am so proud of the impact we've made since taking the exciting step to establish our own company foundation in 2016," said Anita Ryan, chief human resources officer at Ulta Beauty and president of UBCF. "We are so grateful for the impact that our associates, guests and partners have helped us make over the last decade. UBCF is grounded in the belief that a positive sense of well-being should be accessible and achievable for all. We're thrilled to unlock so many possibilities through our unique position to empower women and teens across the globe."

In celebration of its 10-year anniversary, UBCF is continuing to grow its impact through new and expanded initiatives this year:

- Joined forces with Rare Impact Fund in a first-of-its-kind program to raise funds and awareness for youth mental health. In February, guests and associates came together to raise \$2 million, which will go towards supporting mental health programming and resources across UBCF's and Rare Impact Fund's portfolio of key nonprofit partners.
- Hosted its first in-store fundraising campaign benefiting UBCF in May, which – thanks to the dedication of Ulta Beauty associates and generosity of guests – raised \$3.2 million. 100% of in-store donations will benefit UBCF partner organizations through increased grant amounts, expanded partnerships globally and multi-year grant commitments.
- Launched annual point-of-sale fundraising campaign benefiting longtime partner, the Breast Cancer Research Foundation (BCRF), to help fund groundbreaking breast cancer research that improves outcomes for those affected by the disease and empowers them throughout survivorship.
- Announced the fifth-year anniversary of Pretty Empowered with YWCA USA, a nationwide event that has uplifted and inspired thousands of girls through education, wellness, leadership development and career exploration.
- Continued our partnership with Dress for Success and Big Brothers Big Sisters by supporting youth mental health and well-being through initiatives such as Dress for Success' Well-Being Project and BBBS' wellness focused programming.

“As one of UBCF's longstanding partners, we are proud of what we have accomplished together, and in 2027, we look forward to celebrating 10 years of partnership and our shared commitment to women's well-being and confidence,” said Joanie Bily, CEO of Dress for Success Worldwide. “Over the course of our partnership, The Well-Being Project has reached hundreds of women, and we're excited to build on that impact by reaching 25 communities, including bringing the program to the UK for the first time, while continuing to explore new insights into what helps women thrive. We are deeply grateful to UBCF and the entire Ulta Beauty community whose generosity makes this work possible.”

Beyond giving back to the communities it serves, UBCF offers an Associate Relief Program to ensure Ulta Beauty associates have access to financial support in times of need. Since 2020, UBCF has awarded more than \$2.1M to 2,000+ associates through its Associate Relief Program to help them through hardships like unexpected medical expenses, severe weather events and other personal circumstances.

To learn more about UBCF, please see Ulta Beauty's 2025 Corporate Responsibility Report: <https://www.ulta.com/investor/corporate-responsibility>.

About Ulta Beauty

Ulta Beauty (NASDAQ: ULTA) is the largest specialty beauty retailer in the U.S. and a leading destination for cosmetics, fragrance, skin care, hair care, wellness and salon services. Since opening its first store in 1990, Ulta Beauty has grown to more than 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 its subsidiary, Space NK, a luxury beauty retailer operating in the U.K. and Ireland, its joint venture in Mexico, and its franchise in the Middle East. For more information, visit www.ulta.com.

About the Ulta Beauty Charitable Foundation

Established in 2016, the Ulta Beauty Charitable Foundation (UBCF) is the philanthropic arm of Ulta Beauty, and a 501(c)(3) organization committed to making a positive impact by empowering the well-being of women and teens so they can unleash their own unique possibilities. Over the last decade, with the support of Ulta Beauty associates, guests and partners, UBCF has donated \$86 million to nonprofit organizations that help support a holistic approach to wellbeing across our mind, body and community pillars. For more information, visit <https://www.ulta.com/company/corporate-responsibility/community>.

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