

April 7, 2021



Ulta Beauty to Participate in Upcoming Investor Conference

BOLINGBROOK, III.--(BUSINESS WIRE)-- Ulta Beauty, Inc. (NASDAQ: ULTA) today announced that the Company will present at the J.P. Morgan 7th Annual Retail Round-Up Virtual Conference on Wednesday, April 14, 2021 at 8:50 a.m. Eastern Time / 7:50 a.m. Central Time. The presentation will be hosted by Dave Kimbell, President, Scott Settersten, Chief Financial Officer, and Kecia Steelman, Chief Store Operations Officer. The presentation will be webcast live at <http://ir.ultabeauty.com>.

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 has grown to become the top national retailer offering the complete beauty experience.

Ulta Beauty was recently added to the Bloomberg Gender Equality Index, which tracks the financial performance of public companies committed to supporting gender equality through policy development, representation and transparency. More information about Ulta Beauty's corporate responsibility efforts can be found at <http://ir.ultabeauty.com/Corporate-Responsibility/>.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20210407005842/en/>

Investor Contacts:

Kiley Rawlins, CFA

Vice President, Investor Relations

krawlins@ulta.com

(331) 757-2206

Patrick Flaherty

Senior Manager, Investor Relations

pflaherty@ulta.com

(331) 253-3521

Media Contact:

Eileen Ziesemer

Vice President, Public Relations

eziesemer@ulta.com

(708) 305-4479

Source: Ulta Beauty, Inc.