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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

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**FORM 8-K**

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**CURRENT REPORT  
Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported): September 13, 2023**

**ULTA BEAUTY, INC.**

(Exact name of registrant as specified in its charter)

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**Delaware**  
(State or Other Jurisdiction  
of Incorporation)

**001-33764**  
(Commission  
File Number)

**38-4022268**  
(IRS Employer  
Identification No.)

**1000 Remington Blvd., Suite 120, Bolingbrook, Illinois  
60440**

(Address of Principal Executive Offices and zip code)

**(630) 410-4800**

(Registrant's telephone number, including area code)

**Not Applicable**

(Former Name or Former Address, if Changed Since Last Report)

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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 C.F.R. §230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 C.F.R. §240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 C.F.R. §240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 C.F.R. §240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol	Name of each exchange on which registered
Common Stock, par value \$0.01 per share	ULTA	The NASDAQ Global Select Market

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

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**Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

(c) On September 13, 2023, Kecia L. Steelman, the current Chief Operating Officer of Ulta Beauty, Inc. (the “Company”), was named President and Chief Operating Officer of the Company. A copy of the press release announcing this promotion is filed as Exhibit 99 to this Current Report on Form 8-K and is incorporated herein.

**Item 9.01 Financial Statements and Exhibits.**

- (a) Not applicable
- (b) Not applicable
- (c) Not applicable
- (d) Exhibits. The exhibits listed in the exhibit index below are being filed herewith.

EXHIBIT INDEX

<i>Exhibit No.</i>	<i>Description</i>
99.1	<a href="#">Press release issued by Ulta Beauty, Inc. on September 18, 2023</a>
104	Cover Page Interactive Data File (the cover page tags are embedded within the Inline XBRL document)

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

ULTA BEAUTY, INC.

Date: September 18, 2023

By: /s/ Jodi J. Caro

Jodi J. Caro  
General Counsel, Chief Risk & Compliance Officer  
And Corporate Secretary



## **KECIA L. STEELMAN NAMED PRESIDENT AND CHIEF OPERATING OFFICER**

Bolingbrook, IL – September 18, 2023 – Ulta Beauty, Inc. (NASDAQ: ULTA) today announced that Kecia L. Steelman, chief operating officer, has been named President and Chief Operating Officer of Ulta Beauty.

“Kecia is a talented executive with a proven track record of driving operational excellence while fostering a caring and inclusive culture and creating exceptional guest experiences,” said Dave Kimbell, chief executive officer. “Over the last year, Kecia has increased her scope and influence within our organization, and this expanded role recognizes her value to the company and her many contributions to our success, while also demonstrating our ongoing confidence in her leadership to help us drive profitable growth for the Company over the coming years.”

As President and Chief Operating Officer, Ms. Steelman has responsibility for corporate strategy, information technology, store and services operations, supply chain, Ulta Beauty at Target, loss prevention, and enterprise-wide transformation and optimization efforts. She will continue to report to Dave Kimbell.

Ms. Steelman was named Chief Operating Officer in June 2021 after serving as Chief Store Operations Officer since September 2015. Ms. Steelman joined Ulta Beauty as Senior Vice President, Store Operations in July 2014. Prior to joining Ulta Beauty, Ms. Steelman was Group Vice President at Family Dollar Stores from 2011 to 2014, after joining the company in 2009 as Vice President, Store Development and Store Operations. From 2005 to 2009, she was Vice President, General Manager of Expo Design Center, Home Depot Design Center, and YardBIRDS as well as Director of New Store Innovations at the Home Depot Corporation. Ms. Steelman also served in a variety of retail operations and merchandising roles at Target Corporation from 1993 to 2005.

### **About Ulta Beauty**

At Ulta Beauty, 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 1,350 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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