

Form 144 Filer Information

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 144

Form 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK	0001723026
Filer CCC	XXXXXXXX
Is this a LIVE or TEST Filing?	☒ LIVE ☐ TEST

Submission Contact Information

Name	
Phone	
E-Mail Address	

144: Issuer Information

Name of Issuer	Ulta Beauty, Inc.
SEC File Number	001-33764
Address of Issuer	1000 REMINGTON BLVD
SUITE 120
BOLINGBROOK
ILLINOIS
60440
Phone	630-410-4800
Name of Person for Whose Account the Securities are To Be Sold	Smith Mike C.

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer	Director
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144: Securities Information

Title of the Class of Securities To Be Sold	Common
Name and Address of the Broker	Charles Schwab & Co., Inc
3000 Schwab Way
Westlake
TX
76262
Number of Shares or Other Units To Be Sold	500
Aggregate Market Value	264215.00
Number of Shares or Other Units Outstanding	44838364
Approximate Date of Sale	09/04/2025
Name the Securities Exchange	NASDAQ

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or

any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the Class	Common
Date you Acquired	09/19/2020
Nature of Acquisition Transaction	Restricted Stock Lapse
Name of Person from Whom Acquired	ULTA BEAUTY, INC.

Is this a Gift?

☐ Date Donor Acquired

Amount of Securities Acquired	67
Date of Payment	09/19/2020
Nature of Payment	Equity Compensation

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

144: Securities To Be Sold

Title of the Class	Common
Date you Acquired	06/03/2021
Nature of Acquisition Transaction	Restricted Stock Lapse
Name of Person from Whom Acquired	ULTA BEAUTY, INC.

Is this a Gift?

☐ Date Donor Acquired

Amount of Securities Acquired	433
Date of Payment	06/03/2021
Nature of Payment	Equity Compensation

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Nothing to Report



144: Remarks and Signature

Remarks	
Date of Notice	09/04/2025

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature

MICHAEL SMITH

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)