

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

0002015356

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

Oyibo Paula M

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

Former Affiliate

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
76262Number of Shares or Other Units To Be
Sold

690

Aggregate Market Value

369019.00

Number of Shares or Other Units
Outstanding

44838364

Approximate Date of Sale

09/19/2025

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	09/19/2025
Nature of Acquisition Transaction	Employee Stock Option Exercise
Name of Person from Whom Acquired	ULTA BEAUTY, INC.

Is this a Gift?

☐ Date Donor Acquired

Amount of Securities Acquired	690
Date of Payment	09/19/2025
Nature of Payment	Broker Payment for Cashless Exercise

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

Name and Address of Seller	Paula M Oyibo 1000 REMINGTON BLVD SUITE 120 BOLINGBROOK IL 60440
Title of Securities Sold	Ulta Beauty, Inc.
Date of Sale	09/11/2025
Amount of Securities Sold	1525
Gross Proceeds	791994.00

144: Remarks and Signature

Remarks	Late filing for 09/19/2025 sale. Options on this filing may be sold over various dates.
Date of Notice	09/22/2025

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