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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549**

**FORM 10-Q**

☒ Quarterly Report Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934  
**For the Quarterly Period Ended November 2, 2024**

or

☐ Transition Report Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934  
For the transition period from \_\_\_\_\_ to \_\_\_\_\_

**Commission File Number: 001-33764**

**ULTA BEAUTY, INC.**

(Exact name of Registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction of  
incorporation or organization)  
**1000 Remington Blvd., Suite 120**  
**Bolingbrook, Illinois**  
(Address of principal executive offices)

**38-4022268**  
(I.R.S. Employer  
Identification No.)  
**60440**  
(Zip code)

Registrant's telephone number, including area code: (630) 410-4800

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 (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. ☒ Yes ☐ No

Indicate by check mark whether the registrant has submitted electronically every Interactive Data File required to be submitted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit such files). ☒ Yes ☐ No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, a smaller reporting company, or an emerging growth company. See the definitions of "large accelerated filer," "accelerated filer," "smaller reporting company," and "emerging growth company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer ☒ Accelerated filer ☐ Non-accelerated filer ☐ Smaller reporting company ☐ 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. ☐

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act). ☐ Yes ☒ No

The number of shares of the registrant's common stock, par value \$0.01 per share, outstanding as of December 2, 2024 was 46,372,538 shares.

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## Part I - Financial Information

### Item 1. Financial Statements

#### Ulta Beauty, Inc. Consolidated Balance Sheets

<u>(In thousands, except per share data)</u>	November 2, 2024	February 3, 2024	October 28, 2023
	(Unaudited)		(Unaudited)
<b>Assets</b>			
Current assets:			
Cash and cash equivalents	\$ 177,782	\$ 766,594	\$ 121,811
Receivables, net	213,621	207,939	202,868
Merchandise inventories, net	2,365,186	1,742,136	2,321,306
Prepaid expenses and other current assets	135,514	115,598	117,282
Prepaid income taxes	62,759	4,251	28,773
Total current assets	2,954,862	2,836,518	2,792,040
Property and equipment, net	1,264,419	1,182,335	1,117,874
Operating lease assets	1,619,055	1,574,530	1,578,316
Goodwill	10,870	10,870	10,870
Other intangible assets, net	281	510	591
Deferred compensation plan assets	48,872	43,516	38,371
Other long-term assets	60,127	58,732	56,946
Total assets	<u>\$ 5,958,486</u>	<u>\$ 5,707,011</u>	<u>\$ 5,595,008</u>
<b>Liabilities and stockholders' equity</b>			
Current liabilities:			
Accounts payable	\$ 593,219	\$ 544,001	\$ 597,373
Accrued liabilities	333,463	382,468	405,443
Deferred revenue	405,040	436,591	350,937
Current operating lease liabilities	284,985	283,821	287,786
Accrued income taxes	—	11,310	—
Short-term debt	199,700	—	195,400
Total current liabilities	1,816,407	1,658,191	1,836,939
Non-current operating lease liabilities	1,656,317	1,627,271	1,616,747
Deferred income taxes	91,729	85,921	56,874
Other long-term liabilities	65,024	56,300	55,906
Total liabilities	3,629,477	3,427,683	3,566,466
Commitments and contingencies (Note 6)			
Stockholders' equity:			
Common stock, \$0.01 par value, 400,000 shares authorized; 47,412, 49,123, and 49,458 shares issued; 46,569, 48,324, and 48,659 shares outstanding; at November 2, 2024 (unaudited), February 3, 2024, and October 28, 2023 (unaudited), respectively	474	491	495
Treasury stock-common, at cost	(106,598)	(83,032)	(82,798)
Additional paid-in capital	1,104,952	1,075,104	1,058,969
Retained earnings	1,330,181	1,286,765	1,051,876
Total stockholders' equity	2,329,009	2,279,328	2,028,542
Total liabilities and stockholders' equity	<u>\$ 5,958,486</u>	<u>\$ 5,707,011</u>	<u>\$ 5,595,008</u>

See accompanying notes to consolidated financial statements.

**Ulta Beauty, Inc.**  
**Consolidated Statements of Income**  
**(Unaudited)**

	13 Weeks Ended		39 Weeks Ended	
	November 2, 2024	October 28, 2023	November 2, 2024	October 28, 2023
<i>(In thousands, except per share data)</i>				
Net sales	\$ 2,530,100	\$ 2,488,933	\$ 7,808,035	\$ 7,653,005
Cost of sales	1,524,456	1,496,866	4,754,434	4,612,469
Gross profit	1,005,644	992,067	3,053,601	3,040,536
Selling, general and administrative expenses	682,259	661,380	1,992,993	1,874,201
Pre-opening expenses	4,883	3,460	11,957	5,396
Operating income	318,502	327,227	1,048,651	1,160,939
Interest income, net	(1,674)	(2,497)	(13,100)	(14,294)
Income before income taxes	320,176	329,724	1,061,751	1,175,233
Income tax expense	77,997	80,241	253,903	278,597
Net income	<u>\$ 242,179</u>	<u>\$ 249,483</u>	<u>\$ 807,848</u>	<u>\$ 896,636</u>
Net income per common share:				
Basic	\$ 5.16	\$ 5.09	\$ 17.00	\$ 18.08
Diluted	\$ 5.14	\$ 5.07	\$ 16.93	\$ 17.99
Weighted average common shares outstanding:				
Basic	46,928	49,007	47,519	49,592
Diluted	47,092	49,226	47,710	49,846

*See accompanying notes to consolidated financial statements.*

**Ulta Beauty, Inc.**  
**Consolidated Statements of Cash Flows**  
**(Unaudited)**

	39 Weeks Ended	
	November 2, 2024	October 28, 2023
<b>(In thousands)</b>		
<b>Operating activities</b>		
Net income	\$ 807,848	\$ 896,636
Adjustments to reconcile net income to net cash provided by operating activities:		
Depreciation and amortization	197,075	181,273
Non-cash lease expense	235,950	232,772
Deferred income taxes	5,808	1,528
Stock-based compensation expense	27,691	33,477
Loss on disposal of property and equipment	7,280	6,310
Change in operating assets and liabilities:		
Receivables	(5,682)	(3,446)
Merchandise inventories	(623,050)	(717,855)
Prepaid expenses and other current assets	(19,916)	12,964
Income taxes	(69,818)	9,535
Accounts payable	54,210	41,817
Accrued liabilities	(45,777)	(34,955)
Deferred revenue	(31,551)	(43,740)
Operating lease liabilities	(250,267)	(248,469)
Other assets and liabilities	12,240	(9,836)
Net cash provided by operating activities	302,041	358,011
<b>Investing activities</b>		
Capital expenditures	(300,536)	(311,030)
Other investments	(6,108)	(4,870)
Net cash used in investing activities	(306,644)	(315,900)
<b>Financing activities</b>		
Borrowings from credit facility	199,700	195,400
Repurchase of common shares	(765,384)	(840,551)
Stock options exercised	9,200	9,302
Purchase of treasury shares	(23,566)	(22,328)
Debt issuance costs	(4,159)	—
Net cash used in financing activities	(584,209)	(658,177)
Net decrease in cash and cash equivalents	(588,812)	(616,066)
Cash and cash equivalents at beginning of period	766,594	737,877
Cash and cash equivalents at end of period	\$ 177,782	\$ 121,811
<b>Supplemental information</b>		
Income taxes paid, net of refunds	\$ 316,790	\$ 266,802
Non-cash capital expenditures	47,431	53,936

*See accompanying notes to consolidated financial statements.*

**Ulta Beauty, Inc.**  
**Consolidated Statements of Stockholders' Equity**  
**(Unaudited)**

(In thousands)	Common Stock		Treasury - Common Stock		Additional Paid-In Capital	Retained Earnings	Total Stockholders' Equity
	Issued Shares	Amount	Treasury Shares	Amount			
<b>Balance – February 3, 2024</b>	49,123	\$ 491	(799)	\$ (83,032)	\$ 1,075,104	\$ 1,286,765	\$ 2,279,328
Net income	—	—	—	—	—	313,113	313,113
Stock-based compensation	—	—	—	—	10,082	—	10,082
Stock options exercised and other awards	153	2	—	—	8,911	—	8,913
Purchase of treasury shares	—	—	(44)	(23,283)	—	—	(23,283)
Repurchase of common shares, including excise tax	(588)	(6)	—	—	(2,275)	(285,129)	(287,410)
<b>Balance – May 4, 2024</b>	<u>48,688</u>	<u>\$ 487</u>	<u>(843)</u>	<u>\$ (106,315)</u>	<u>\$ 1,091,822</u>	<u>\$ 1,314,749</u>	<u>\$ 2,300,743</u>
Net income	—	—	—	—	—	252,556	252,556
Stock-based compensation	—	—	—	—	9,190	—	9,190
Stock options exercised and other awards	5	—	—	—	283	—	283
Purchase of treasury shares	—	—	—	(176)	—	—	(176)
Repurchase of common shares, including excise tax	(550)	(6)	—	—	(2,098)	(212,332)	(214,436)
<b>Balance – August 3, 2024</b>	<u>48,143</u>	<u>\$ 481</u>	<u>(843)</u>	<u>\$ (106,491)</u>	<u>\$ 1,099,197</u>	<u>\$ 1,354,973</u>	<u>\$ 2,348,160</u>
Net income	—	—	—	—	—	242,179	242,179
Stock-based compensation	—	—	—	—	8,419	—	8,419
Stock options exercised and other awards	—	—	—	—	4	—	4
Purchase of treasury shares	—	—	—	(107)	—	—	(107)
Repurchase of common shares, including excise tax	(731)	(7)	—	—	(2,668)	(266,971)	(269,646)
<b>Balance – November 2, 2024</b>	<u>47,412</u>	<u>\$ 474</u>	<u>(843)</u>	<u>\$ (106,598)</u>	<u>\$ 1,104,952</u>	<u>\$ 1,330,181</u>	<u>\$ 2,329,009</u>

*See accompanying notes to consolidated financial statements.*

**Ulta Beauty, Inc.**  
**Consolidated Statements of Stockholders' Equity**  
**(Unaudited)**

(In thousands)	Common Stock		Treasury - Common Stock		Additional Paid-In Capital	Retained Earnings	Total Stockholders' Equity
	Issued Shares	Amount	Treasury Shares	Amount			
<b>Balance – January 28, 2023</b>	51,120	\$ 511	(756)	\$ (60,470)	\$ 1,023,997	\$ 995,773	\$ 1,959,811
Net income	—	—	—	—	—	347,051	347,051
Stock-based compensation	—	—	—	—	9,721	—	9,721
Stock options exercised and other awards	150	1	—	—	8,926	—	8,927
Purchase of treasury shares	—	—	(41)	(21,659)	—	—	(21,659)
Repurchase of common shares, including excise tax	(541)	(5)	—	—	(2,266)	(283,512)	(285,783)
<b>Balance – April 29, 2023</b>	<u>50,729</u>	<u>\$ 507</u>	<u>(797)</u>	<u>\$ (82,129)</u>	<u>\$ 1,040,378</u>	<u>\$ 1,059,312</u>	<u>\$ 2,018,068</u>
Net income	—	—	—	—	—	300,102	300,102
Stock-based compensation	—	—	—	—	11,818	—	11,818
Stock options exercised and other awards	4	—	—	—	220	—	220
Purchase of treasury shares	—	—	(1)	(100)	—	—	(100)
Repurchase of common shares, including excise tax	(594)	(6)	—	—	(2,737)	(275,488)	(278,231)
<b>Balance – July 29, 2023</b>	<u>50,139</u>	<u>\$ 501</u>	<u>(798)</u>	<u>\$ (82,229)</u>	<u>\$ 1,049,679</u>	<u>\$ 1,083,926</u>	<u>\$ 2,051,877</u>
Net income	—	—	—	—	—	249,483	249,483
Stock-based compensation	—	—	—	—	11,938	—	11,938
Stock options exercised and other awards	5	1	—	—	154	—	155
Purchase of treasury shares	—	—	(1)	(569)	—	—	(569)
Repurchase of common shares, including excise tax	(686)	(7)	—	—	(2,802)	(281,533)	(284,342)
<b>Balance – October 28, 2023</b>	<u>49,458</u>	<u>\$ 495</u>	<u>(799)</u>	<u>\$ (82,798)</u>	<u>\$ 1,058,969</u>	<u>\$ 1,051,876</u>	<u>\$ 2,028,542</u>

*See accompanying notes to consolidated financial statements.*

**Ulta Beauty, Inc.**  
**Notes to Consolidated Financial Statements**  
(In thousands, except per share and store count data) (Unaudited)

**1. Business and basis of presentation**

Ulta Beauty, Inc. was founded in 1990 to operate specialty retail stores selling cosmetics, fragrance, haircare and skincare products, and related accessories and services. Nearly every store features a full-service salon. As used in these notes and throughout this Quarterly Report on Form 10-Q, all references to “we,” “us,” “our,” “Ulta Beauty,” or the “Company” refer to Ulta Beauty, Inc. and its consolidated subsidiaries.

As of November 2, 2024, the Company operated 1,437 stores across 50 states, as shown in the table below.

<b>Location</b>	<b>Number of stores</b>	<b>Location</b>	<b>Number of stores</b>
Alabama	27	Montana	6
Alaska	3	Nebraska	5
Arizona	38	Nevada	16
Arkansas	11	New Hampshire	8
California	172	New Jersey	46
Colorado	27	New Mexico	7
Connecticut	21	New York	57
Delaware	4	North Carolina	47
Florida	101	North Dakota	4
Georgia	44	Ohio	48
Hawaii	4	Oklahoma	23
Idaho	10	Oregon	21
Illinois	56	Pennsylvania	46
Indiana	26	Rhode Island	5
Iowa	12	South Carolina	27
Kansas	14	South Dakota	3
Kentucky	16	Tennessee	34
Louisiana	18	Texas	138
Maine	3	Utah	17
Maryland	29	Vermont	1
Massachusetts	27	Virginia	36
Michigan	50	Washington	37
Minnesota	21	West Virginia	7
Mississippi	12	Wisconsin	22
Missouri	26	Wyoming	4
<b>Total</b>		<b>1,437</b>	

The accompanying unaudited consolidated financial statements and related notes have been prepared in accordance with U.S. generally accepted accounting principles for interim financial information and with the instructions to Form 10-Q and the U.S. Securities and Exchange Commission’s Article 10, Regulation S-X. These financial statements were prepared on a consolidated basis to include the accounts of the Company and its wholly owned subsidiaries. All significant intercompany accounts, transactions, and unrealized profit were eliminated in consolidation. In the opinion of management, the accompanying unaudited consolidated financial statements reflect all adjustments, which are of a normal recurring nature, necessary to fairly state the financial position and results of operations and cash flows for the interim periods presented.

The Company's business is subject to seasonal fluctuation, with significant portions of net sales and net income being realized during the fourth quarter of the fiscal year due to the holiday selling season. The results for the 13 and 39 weeks ended November 2, 2024 are not necessarily indicative of the results to be expected for the fiscal year ending February 1, 2025, or for any other future interim period or for any future year.

These unaudited interim consolidated financial statements and the related notes should be read in conjunction with the consolidated financial statements and notes included in the Company's Annual Report on Form 10-K for the year ended February 3, 2024. All amounts are stated in thousands, with the exception of per share amounts and number of stores.

## **2. Summary of significant accounting policies**

Information regarding significant accounting policies is contained in Note 2, "Summary of significant accounting policies," to the consolidated financial statements in the Annual Report on Form 10-K for the year ended February 3, 2024. Presented below and in the following notes is supplemental information that should be read in conjunction with "Notes to Consolidated Financial Statements" in the Annual Report.

### **Fiscal quarter**

The Company's quarterly periods are the 13 weeks ending on the Saturday closest to April 30, July 31, October 31, and January 31. The third quarter in fiscal 2024 and 2023 ended on November 2, 2024 and October 28, 2023, respectively.

### **Use of estimates**

The preparation of consolidated financial statements in conformity with U.S. generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the consolidated financial statements and the reported amounts of revenues and expenses during the accounting period. Actual results could differ from those estimates. The Company considers its accounting policies relating to inventory valuations, vendor allowances, impairment of long-lived tangible and right-of-use assets, loyalty program and income taxes to be the most significant accounting policies that involve management estimates and judgments. Significant changes, if any, in those estimates and assumptions resulting from continuing changes in the economic environment will be reflected in the consolidated financial statements in future periods.

### **Reclassifications**

Certain prior year amounts have been reclassified to conform to the current year presentation.

### **Recent accounting pronouncements not yet adopted**

#### *Segment Reporting (Topic 280): Improvements to Reportable Segment Disclosures*

In November 2023, the Financial Accounting Standards Board (FASB) issued Accounting Standards Update (ASU) 2023-07, Segment Reporting (Topic 280): Improvements to Reportable Segment Disclosure. The guidance updates reportable segment disclosure requirements, primarily through requiring enhanced disclosures about significant segment expenses and information used to assess segment performance. The ASU is effective for fiscal years beginning after December 15, 2023, with early adoption permitted. The Company is currently evaluating the impact of adopting ASU 2023-07 on related disclosures.

#### *Income Taxes (Topic 740): Improvements to Income Tax Disclosures*

In December 2023, the FASB issued ASU 2023-09, Income Taxes (Topic 740): Improvements to Income Tax Disclosures. The guidance includes amendments requiring enhanced income tax disclosures, primarily related to standardization and disaggregation of rate reconciliation categories and income taxes paid by jurisdiction. The guidance is effective for fiscal years beginning after December 15, 2024 and should be applied either prospectively or retrospectively. Early adoption is permitted. The Company is currently evaluating the impact of adopting this ASU on related disclosures.

### *Securities and Exchange Commission (SEC) Climate-Related Disclosures*

In March 2024, the SEC adopted rules intended to enhance and standardize climate-related disclosures in registration statements and annual reports. The new rules will require disclosure of material climate-related risks, including disclosure of Board of Directors' oversight and risk management activities, the material impacts of these risks to us and the quantification of material impacts to us as a result of severe weather events and other natural conditions. The rules also require disclosure of material greenhouse gas emissions and any material climate-related targets and goals. The new rules will be effective for annual reporting periods beginning in fiscal year 2025, except for the greenhouse gas emissions disclosures which will be effective for annual reporting periods beginning in fiscal year 2026. However the new rules have been stayed by the federal courts and, as a result, the SEC has indefinitely delayed their effectiveness. The Company is currently evaluating the impact of these new rules.

### *Income Statement – Reporting Comprehensive Income (Topic 220-40): Expense Disaggregation Disclosures*

In November 2024, the FASB issued ASU 2024-03, Income Statement – Reporting Comprehensive Income (Topic 220-40): Expense Disaggregation Disclosures. This update requires, among other things, more detailed disclosure about types of expenses in commonly presented expense captions such as cost of sales and SG&A and is intended to improve the disclosures about an entity's expenses including purchases of inventory, employee compensation, depreciation, and amortization. The ASU is effective for fiscal years beginning after December 15, 2026, and interim periods within fiscal years beginning after December 15, 2027. The Company is currently evaluating the impact of adopting ASU 2024-03 on the consolidated financial statements and disclosures.

## **3. Revenue**

Net sales include retail stores and e-commerce merchandise sales as well as salon services and other revenue. Other revenue includes the private label and co-branded credit card programs, royalties derived from the partnership with Target Corporation, and deferred revenue related to the loyalty program and gift card breakage.

### *Disaggregated revenue*

The following table sets forth the approximate percentage of net sales by primary category:

	13 Weeks Ended		39 Weeks Ended	
	November 2, 2024	October 28, 2023	November 2, 2024	October 28, 2023
<b>(Percentage of net sales)</b>				
Cosmetics	41%	42%	41%	42%
Skincare	23%	22%	24%	22%
Haircare	20%	21%	19%	21%
Fragrance	10%	9%	10%	9%
Services	4%	4%	4%	4%
Other	2%	2%	2%	2%
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

Certain sales departments were reclassified between categories in the prior year to conform to current year presentation, including moving the bath category from Fragrance to Skincare.

### *Deferred revenue*

Deferred revenue primarily represents contract liabilities for the obligation to transfer additional goods or services to a guest for which the Company has received consideration, such as unredeemed Ulta Beauty Rewards loyalty points and unredeemed Ulta Beauty gift cards. In addition, breakage on gift cards is recognized proportionately as redemption occurs.

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The following table provides a summary of the changes included in deferred revenue during the 13 and 39 weeks ended November 2, 2024 and October 28, 2023:

(In thousands)	13 Weeks Ended		39 Weeks Ended	
	November 2, 2024	October 28, 2023	November 2, 2024	October 28, 2023
Beginning balance	\$ 387,817	\$ 346,067	\$ 428,788	\$ 388,583
Additions to contract liabilities (1)	124,188	107,628	279,195	250,121
Deductions to contract liabilities (2)	(114,071)	(109,304)	(310,049)	(294,313)
Ending balance	\$ 397,934	\$ 344,391	\$ 397,934	\$ 344,391

(1) Loyalty points and gift cards issued in the current period but not redeemed or expired.

(2) Revenue recognized in the current period related to the beginning liability.

Other amounts included in deferred revenue were \$7,106 and \$6,546 at November 2, 2024 and October 28, 2023, respectively.

#### 4. Goodwill and other intangible assets

Goodwill, which represents the excess of cost over the fair value of net assets acquired, was \$10,870 at November 2, 2024, February 3, 2024, and October 28, 2023. No additional goodwill was recognized during the 13 and 39 weeks ended November 2, 2024. The recoverability of goodwill is reviewed annually during the fourth quarter or more frequently if an event occurs or circumstances change that would indicate that impairment may exist.

Other definite-lived intangible assets are amortized over their useful lives. The recoverability of intangible assets is reviewed whenever events or changes in circumstances indicate the carrying amount of such assets may not be recoverable.

#### 5. Leases

The Company leases retail stores, distribution centers, fast fulfillment centers, market fulfillment centers, corporate offices, and certain equipment under non-cancelable operating leases with various expiration dates through 2037. All leases are classified as operating leases and generally have initial lease terms of 10 years and, when determined applicable, include renewal options under substantially the same terms and conditions as the original leases. Leases do not contain any material residual value guarantees or material restrictive covenants.

##### Lease cost

The majority of operating lease cost relates to retail stores, distribution centers, fast fulfillment centers, and market fulfillment centers and is classified within cost of sales. Operating lease cost for corporate offices is classified within selling, general and administrative expenses. Operating lease cost from the control date through store opening date is classified within pre-opening expenses.

The following table presents a summary of operating lease costs:

(In thousands)	13 Weeks Ended		39 Weeks Ended	
	November 2, 2024	October 28, 2023	November 2, 2024	October 28, 2023
Operating lease cost	\$ 88,965	\$ 84,074	\$ 265,200	\$ 252,323

**Other information**

The following table presents supplemental disclosures of cash flow information related to operating leases:

(In thousands)	39 Weeks Ended	
	November 2, 2024	October 28, 2023
Cash paid for operating lease liabilities (1)	\$ 307,732	\$ 296,115
Operating lease assets obtained in exchange for operating lease liabilities (non-cash)	280,476	249,826

(1) Excludes \$27,737 and \$27,682 related to cash received for tenant incentives for the 39 weeks ended November 2, 2024 and October 28, 2023, respectively.

**6. Commitments and contingencies**

The Company is involved in various legal proceedings that are incidental to the conduct of the business including both class action and single plaintiff litigation. In the opinion of management, the amount of any liability with respect to these proceedings, either individually or in the aggregate, will not have a material adverse effect on the Company's consolidated financial position, results of operations or cash flows.

**7. Debt**

On March 13, 2024, the Company entered into Amendment No. 3 to the Second Amended and Restated Loan Agreement (as so amended, the Loan Agreement) with Wells Fargo Bank, National Association, as Administrative Agent, Collateral Agent and a Lender thereunder; Wells Fargo Bank, National Association and JPMorgan Chase Bank, N.A., as Lead Arrangers and Bookrunners; JPMorgan Chase Bank, N.A., as Syndication Agent and a Lender; PNC Bank, National Association, as Documentation Agent and a Lender; and the other lenders party thereto. The Loan Agreement matures on March 13, 2029, provides maximum revolving loans equal to the lesser of \$800,000 or a percentage of eligible owned inventory and eligible owned receivables (which borrowing base may, at the election of the Company and satisfaction of certain conditions, include a percentage of qualified cash), contains a \$50,000 subfacility for letters of credit and allows the Company to increase the revolving facility by an additional \$200,000, subject to the consent by each lender and other conditions. The Loan Agreement contains a requirement to maintain a fixed charge coverage ratio of not less than 1.0 to 1.0 during such periods when availability under the Loan Agreement falls below a specified threshold. Substantially all of the Company's assets are pledged as collateral for outstanding borrowings under the Loan Agreement. Outstanding borrowings bear interest, at the Company's election, at either a base rate plus a margin of 0.5% to 1.0% or the Term Secured Overnight Financing Rate plus a margin of 1.5% to 2.0%, and a credit spread adjustment of 0.10%, with such margins based on the Company's borrowing availability, and the unused line fee is 0.25% to 0.375% per annum.

As of November 2, 2024 and October 28, 2023, there was \$199,700 and \$195,400, respectively, outstanding under the credit facility. The weighted average interest rate was 7.15% and 8.21% for the 39 weeks ended November 2, 2024 and October 28, 2023, respectively. As of February 3, 2024, there were no borrowings outstanding under the credit facility.

As of November 2, 2024, the Company was in compliance with all terms and covenants of the Loan Agreement.

**8. Fair value measurements**

The carrying value of cash and cash equivalents, accounts receivable, and accounts payable approximates their estimated fair values due to the short maturities of these instruments.

Fair value is measured using inputs from the three levels of the fair value hierarchy, which are described as follows:

- Level 1 – observable inputs such as quoted prices for identical instruments in active markets.
- Level 2 – inputs other than quoted prices in active markets that are observable either directly or indirectly through corroboration with observable market data.

- Level 3 – unobservable inputs in which there is little or no market data, which would require the Company to develop its own assumptions.

As of November 2, 2024, February 3, 2024, and October 28, 2023, there were liabilities related to the non-qualified deferred compensation plan included in other long-term liabilities on the consolidated balance sheets of \$51,916, \$42,653, and \$41,633, respectively. The liabilities are categorized as Level 2 as they are based on third-party reported values, which are based primarily on quoted market prices of underlying assets of the funds within the plan.

## 9. Stock-based compensation

Stock-based compensation expense is measured on the grant date based on the fair value of the award. Stock-based compensation expense is recognized on a straight-line basis over the requisite service period for awards expected to vest. The estimated grant date fair value of stock options was determined using a Black-Scholes valuation model using the following weighted-average assumptions for the periods indicated:

	39 Weeks Ended	
	November 2, 2024	October 28, 2023
Volatility rate	33.0%	45.0%
Average risk-free interest rate	4.4%	3.8%
Average expected life (in years)	3.5	3.4
Dividend yield	—	—

The expected volatility is based on the historical volatility of the Company's common stock. The risk-free interest rate is based on the United States Treasury yield curve in effect on the date of grant for the respective expected life of the option. The expected life represents the time the options granted are expected to be outstanding. The expected life of options granted is derived from historical data on Ulta Beauty stock option exercises. Forfeitures of stock options are estimated at the grant date based on historical rates of stock option activity and reduce the stock-based compensation expense recognized. The Company does not currently pay a regular dividend.

The Company granted 56 and 42 stock options during the 39 weeks ended November 2, 2024 and October 28, 2023, respectively. Stock-based compensation expense for stock options was \$1,531 and \$1,742 for the 13 weeks ended November 2, 2024 and October 28, 2023, respectively. Stock-based compensation expense for stock options was \$4,716 and \$4,961 for the 39 weeks ended November 2, 2024 and October 28, 2023, respectively. The weighted-average grant date fair value of these stock options was \$157.66 and \$199.15 for the 39 weeks ended November 2, 2024 and October 28, 2023, respectively. At November 2, 2024, there was approximately \$13,690 of unrecognized stock-based compensation expense related to unvested stock options.

There were 53 and 48 restricted stock units issued during the 39 weeks ended November 2, 2024 and October 28, 2023, respectively. Stock-based compensation expense for restricted stock units was \$5,176 and \$4,959 for the 13 weeks ended November 2, 2024 and October 28, 2023, respectively. Stock-based compensation expense for restricted stock units was \$14,561 and \$14,252 for the 39 weeks ended November 2, 2024 and October 28, 2023, respectively. At November 2, 2024, there was approximately \$33,877 of unrecognized stock-based compensation expense related to restricted stock units.

There were 71 and 33 performance-based restricted stock units issued during the 39 weeks ended November 2, 2024 and October 28, 2023, respectively. Stock-based compensation expense for performance-based restricted stock units was \$1,712 and \$5,237 for the 13 weeks ended November 2, 2024 and October 28, 2023, respectively. Stock-based compensation expense for performance-based restricted stock units was \$8,414 and \$14,264 for the 39 weeks ended November 2, 2024 and October 28, 2023, respectively. At November 2, 2024, there was approximately \$17,805 of unrecognized stock-based compensation expense related to performance-based restricted stock units.

## 10. Income taxes

Income tax expense reflects the federal statutory tax rate and the weighted average state statutory tax rate for the states in which the Company operates stores. Income tax expense of \$77,997 for the 13 weeks ended November 2, 2024 represents an effective tax rate of 24.4%, compared to \$80,241 of tax expense representing an effective tax rate of 24.3% for the 13 weeks ended October 28, 2023.

Income tax expense of \$253,903 for the 39 weeks ended November 2, 2024 represents an effective tax rate of 23.9%, compared to \$278,597 of tax expense representing an effective tax rate of 23.7% for the 39 weeks ended October 28, 2023.

On August 16, 2022, the Inflation Reduction Act of 2022 was enacted into law, which, among other things, introduced a 15% corporate alternative minimum tax on book income of certain large corporations and created a 1% excise tax on net share repurchases. The corporate alternative minimum tax is effective beginning in fiscal 2024 and did not have a material impact on the consolidated financial statements for the 13 and 39 weeks ended November 2, 2024. The excise tax applies to share repurchases made after December 31, 2022.

## 11. Net income per common share

The following is a reconciliation of net income and the number of shares of common stock used in the computation of net income per basic and diluted common share:

	13 Weeks Ended		39 Weeks Ended	
	November 2, 2024	October 28, 2023	November 2, 2024	October 28, 2023
<b>(In thousands, except per share data)</b>				
<b>Numerator:</b>				
Net income	\$ 242,179	\$ 249,483	\$ 807,848	\$ 896,636
<b>Denominator:</b>				
Weighted-average common shares – Basic	46,928	49,007	47,519	49,592
Dilutive effect of stock options and non-vested stock	164	219	191	254
Weighted-average common shares – Diluted	47,092	49,226	47,710	49,846
Net income per common share:				
Basic	\$ 5.16	\$ 5.09	\$ 17.00	\$ 18.08
Diluted	\$ 5.14	\$ 5.07	\$ 16.93	\$ 17.99

The denominator for diluted net income per common share for the 13 weeks ended November 2, 2024 and October 28, 2023 excludes 176 and 124 employee stock options and restricted stock units, respectively, due to their anti-dilutive effects. The denominator for diluted net income per common share for the 39 weeks ended November 2, 2024 and October 28, 2023 excludes 206 and 144 employee stock options and restricted stock units, respectively, due to their anti-dilutive effects. Outstanding performance-based restricted stock units are included in the computation of dilutive shares only to the extent that the underlying performance conditions are satisfied prior to the end of the reporting period or would be considered satisfied if the end of the reporting period were the end of the related contingency period and the results would be dilutive under the treasury stock method.

## 12. Share repurchase program

In March 2022, the Board of Directors authorized a share repurchase program (the 2022 Share Repurchase Program) pursuant to which the Company could repurchase up to \$2,000,000 of the Company's common stock. The 2022 Share Repurchase Program authorization revoked the previously authorized but unused amounts from the earlier share repurchase program. The 2022 Share Repurchase Program did not have an expiration date but provided for suspension or discontinuation at any time.

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In March 2024, the Board of Directors authorized a share repurchase program (the March 2024 Share Repurchase Program) pursuant to which the Company could repurchase up to \$2,000,000 of the Company's common stock. The March 2024 Share Repurchase Program authorization revoked the previously authorized but unused amounts from the 2022 Share Repurchase Program. The March 2024 Share Repurchase Program did not have an expiration date but provided for suspension or discontinuation at any time.

In October 2024, the Board of Directors authorized a new share repurchase program (the October 2024 Share Repurchase Program) pursuant to which the Company may repurchase up to \$3,000,000 of the Company's common stock. The October 2024 Share Repurchase Program authorization revoked the previously authorized but unused amounts from the March 2024 Share Repurchase Program. The October 2024 Share Repurchase Program does not have an expiration date and may be suspended or discontinued at any time.

A summary of common stock repurchase activity is presented in the following table:

(In thousands)	39 Weeks Ended	
	November 2, 2024	October 28, 2023
Shares repurchased	1,869	1,821
Total cost of shares repurchased, including excise tax	\$ 771,492	\$ 848,356

**Item 2. Management's Discussion and Analysis of Financial Condition and Results of Operations**

The following discussion and analysis of our financial condition and results of operations should be read in conjunction with our financial statements and related notes included elsewhere in this quarterly report. This discussion contains forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, which reflect our current views with respect to, among other things, future events and financial performance. You can identify these forward-looking statements by the use of forward-looking words such as "outlook," "believes," "expects," "plans," "estimates," "targets," "strategies," or other comparable words. Any forward-looking statements contained in this Form 10-Q are based upon our historical performance and on current plans, estimates, and expectations. The inclusion of this forward-looking information should not be regarded as a representation by us or any other person that the future plans, estimates, targets, strategies, or expectations contemplated by us will be achieved. Such forward-looking statements are subject to various risks and uncertainties, which include, without limitation:

- macroeconomic conditions, including inflation, elevated interest rates and recessionary concerns, as well as continuing labor cost pressures, and transportation and shipping cost pressures, have had, and may continue to have, a negative impact on our business, financial condition, profitability, and cash flows (including future uncertain impacts);
- changes in the overall level of consumer spending and volatility in the economy, including as a result of macroeconomic conditions and geopolitical events;
- our ability to sustain our growth plans and successfully implement our long-range strategic and financial plan;
- the ability to execute our operational excellence priorities, including continuous improvement, Project SOAR (the replacement of our enterprise resource planning platform), and supply chain optimization;
- our ability to gauge beauty trends and react to changing consumer preferences in a timely manner;
- the possibility that we may be unable to compete effectively in our highly competitive markets;
- the possibility of significant interruptions in the operations of our distribution centers, fast fulfillment centers, and market fulfillment centers;
- the possibility that cybersecurity or information security breaches and other disruptions could compromise our information or result in the unauthorized disclosure of confidential information;
- the possibility of material disruptions to our information systems, including our Ulta.com website and mobile applications;
- the failure to maintain satisfactory compliance with applicable privacy and data protection laws and regulations;

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- changes in the good relationships we have with our brand partners, our ability to continue to obtain sufficient merchandise from our brand partners, and/or our ability to continue to offer permanent or temporary exclusive products of our brand partners;
- our ability to effectively manage our inventory and protect against inventory shrink;
- changes in the wholesale cost of our products and/or interruptions at our brand partners' or third-party vendors' operations;
- epidemics, pandemics or natural disasters, which could negatively impact sales;
- the possibility that new store openings and existing locations may be impacted by developer or co-tenant issues;
- our ability to attract and retain key executive personnel;
- the impact of climate change on our business operations and/or supply chain;
- our ability to successfully execute our common stock repurchase program or implement future common stock repurchase programs;
- a decline in operating results which could lead to asset impairment and store closure charges; and
- other risk factors detailed in our public filings with the Securities and Exchange Commission, including risk factors contained in Item 1A, "Risk Factors" of our Annual Report on Form 10-K for the year ended February 3, 2024, as such may be amended or supplemented in our subsequently filed Quarterly Reports on Form 10-Q (including this report).

Except to the extent required by the federal securities laws, we undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

References in the following discussion to "we," "us," "our," "Ulta Beauty," the "Company," and similar references mean Ulta Beauty, Inc. and its consolidated subsidiaries, unless otherwise expressly stated or the context otherwise requires.

### **Overview**

We were founded in 1990 as a beauty retailer at a time when prestige, mass, and salon products were sold through distinct channels – department stores for prestige products; drug stores and mass merchandisers for mass products; and salons and authorized retail outlets for professional hair care products. We developed a unique specialty retail concept that offers a broad range of brands and price points, select beauty services, and a convenient and welcoming shopping environment. We define our target consumer as a beauty enthusiast, a consumer who is passionate about the beauty category, uses beauty for self-expression, experimentation and self-investment, and has high expectations for the shopping experience. We believe our strategy provides us with the competitive advantages that have contributed to our financial performance.

Today, we are the largest specialty beauty retailer in the United States and the premier beauty destination for cosmetics, fragrance, skin care products, hair care products, and salon services. Key aspects of our business include: a differentiated assortment of approximately 25,000 beauty and wellness products across a variety of categories and price points as well as a variety of beauty services, including salon services, in more than 1,400 stores predominantly located in convenient, high-traffic locations; engaging digital experiences delivered through our website, Ulta.com, and our mobile applications; our best-in-class loyalty program that enables members to earn points for every dollar spent on products and beauty services and provides us with deep, proprietary customer insights; and our ability to cultivate human connection with warm and welcoming guest experiences across all of our channels.

The continued growth of our business and any future increases in net sales, net income, and cash flows is dependent on our ability to execute our strategic priorities across four foundational focus areas: 1) Assortment: curating the best of all things beauty and wellness for all beauty enthusiasts; 2) Experience: fostering authentic, empowering human connections that inspire, delight and engage guests at every touchpoint; 3) Access: engaging our guests wherever they want to shop by expanding our reach through seamless and immersive omnichannel experiences; and 4) Loyalty: building lifelong loyalty and brand love through member growth and personalization. We operate in an attractive and growing U.S. beauty products and salon services industry, and believe our strong operating model, competitive advantages, and financial foundation, paired with our investments to drive our growth, position us to capture additional market share in the industry.

Comparable sales is a key metric that is monitored closely within the retail industry. Our comparable sales have fluctuated in the past, and we expect them to continue to fluctuate in the future. A variety of factors affect our comparable sales, including general U.S. economic conditions, changes in merchandise strategy or mix, and timing and effectiveness of our marketing activities, among others.

Over the long term, our growth strategy is to drive profitable growth and market share leadership in beauty and wellness through growing our comparable sales, expanding omnichannel capabilities, and opening new stores. Long-term operating profit is expected to increase as a result of our efforts to drive revenue growth, leverage fixed costs, improve merchandise margin, increase operating efficiencies, and grow other revenue, partially offset by incremental investments in new stores and technology to enhance the guest experience, people, assortment, advertising, and depreciation.

## **Current Trends**

### ***Industry trends***

Our research indicates that Ulta Beauty has captured meaningful market share across all categories over the last several years. The overall beauty market expanded in 2023 and into the first 39 weeks of fiscal 2024, supported by on-going consumer engagement with the beauty category. We remain confident that our differentiated and diverse business model, our commitment to strategic investments, and our highly engaged associates will continue to drive market share gains over the long term.

### ***Impact of inflation and other macroeconomic trends***

Persistent inflationary and macroeconomic pressures have impacted consumer spending habits broadly, which we believe may have contributed to lower sales trends through the first 39 weeks of fiscal 2024. The continuation of inflationary and macroeconomic pressures could lead to a recession and further impact our ability to grow sales and maintain historical profitability levels. In addition, inflation could cause the interest rates on any future debt to remain at an elevated level or increase.

## **Basis of presentation**

The Company has one reportable segment, which includes retail stores, salon services, and e-commerce.

We recognize merchandise revenue at the point of sale in our retail stores. E-commerce sales are recognized upon shipment or guest pickup of the merchandise based on meeting the transfer of control criteria. Retail store and e-commerce sales are recorded net of estimated returns. Shipping and handling are treated as costs to fulfill the contract and not a separate performance obligation. Accordingly, we recognize revenue for our single performance obligation related to online sales at the time control of the merchandise passes to the customer, which is at the time of shipment or guest pickup. We provide refunds for merchandise returns within 60 days from the original purchase date. State sales taxes are presented on a net basis as we consider our self a pass-through conduit for collecting and remitting state sales tax. Salon service revenue is recognized at the time the service is provided to the guest. Gift card sales revenue is deferred until the guest redeems the gift card. Company coupons and other incentives are recorded as a reduction of net sales. Other revenue includes the private label and co-branded credit card programs, royalties derived from the partnership with Target Corporation, and deferred revenue related to the loyalty program and gift card breakage.

Comparable sales reflect sales for stores beginning on the first day of the 14<sup>th</sup> month of operation. Therefore, a store is included in our comparable store base on the first day of the period after one year of operations plus the initial one-month grand opening period. Non-comparable store sales include sales from new stores that have not yet completed their 13<sup>th</sup> month of operation and stores that were closed for part or all of the period in either year. Remodeled stores are included in comparable sales unless the store was closed for a portion of the current or prior period. Comparable sales include retail sales, salon services, and e-commerce. In fiscal years with 53 weeks, the 53<sup>rd</sup> week of comparable sales is included in the calculation. In the year following a 53-week year, the prior year period is shifted by one week to compare similar calendar weeks. There may be variations in the way in which some of our competitors and other retailers calculate comparable or same store sales.

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Measuring comparable sales allows us to evaluate the performance of our store base as well as several other aspects of our overall strategy. Several factors could positively or negatively impact our comparable sales results:

- the general national, regional, and local economic conditions and corresponding impact on customer spending levels;
- the introduction of new products or brands;
- the location of new stores in existing store markets;
- competition;
- our ability to respond on a timely basis to changes in consumer preferences;
- the effectiveness of our various merchandising and marketing activities; and
- the number of new stores opened and the impact on the average age of all of our comparable stores.

Cost of sales includes:

- the cost of merchandise sold, offset by vendor income that is not a reimbursement of specific, incremental, and identifiable costs;
- distribution costs including labor and related benefits, freight, rent, depreciation and amortization, real estate taxes, utilities, and insurance;
- shipping and handling costs for e-commerce orders;
- retail store occupancy costs including rent, depreciation and amortization, real estate taxes, utilities, repairs and maintenance, insurance, and licenses;
- salon services payroll and benefits; and
- shrink and inventory valuation reserves.

Our cost of sales may be negatively impacted as we open new stores. Changes in our merchandise or channel mix may also have an impact on cost of sales. This presentation of items included in cost of sales may not be comparable to the way in which our competitors or other retailers compute their cost of sales.

Selling, general and administrative expenses include:

- payroll, bonus, and benefit costs for retail store and corporate employees;
- advertising and marketing costs, offset by vendor income that is a reimbursement of specific, incremental, and identifiable costs;
- occupancy costs related to our corporate office facilities;
- stock-based compensation expense;
- depreciation and amortization for all assets, except those related to our retail stores and distribution operations, which are included in cost of sales; and
- legal, finance, information systems, and other corporate overhead costs.

This presentation of items in selling, general and administrative expenses may not be comparable to the way in which our competitors or other retailers compute their selling, general and administrative expenses.

Pre-opening expenses include non-capital expenditures during the period prior to store opening for new, remodeled, and relocated stores including rent during the construction period for new and relocated stores, store set-up labor, management and employee training, and grand opening advertising.

Interest income, net represents interest from cash equivalents, which include highly liquid investments such as money market funds and certificates of deposit with an original maturity of three months or less from the date of purchase. Interest expense includes interest costs and facility fees associated with our credit facility, which is structured as an asset-based lending instrument. Our credit facility interest is based on a variable interest rate structure which can result in increased cost in periods of rising or elevated interest rates.

Income tax expense reflects the federal statutory tax rate and the weighted average state statutory tax rate for the states in which we operate stores.

## Results of operations

Our quarterly periods are the 13 weeks ending on the Saturday closest to April 30, July 31, October 31, and January 31. The Company's third quarter in fiscal 2024 and 2023 ended on November 2, 2024 and October 28, 2023, respectively. Our quarterly results of operations have varied in the past and are likely to do so again in the future. As such, we believe that period-to-period comparisons of our results of operations should not be relied upon as an indication of our future performance.

The following tables present the components of our consolidated results of operations for the periods indicated:

	13 Weeks Ended		39 Weeks Ended	
	November 2, 2024	October 28, 2023	November 2, 2024	October 28, 2023
<b>(Dollars in thousands)</b>				
Net sales	\$ 2,530,100	\$ 2,488,933	\$ 7,808,035	\$ 7,653,005
Cost of sales	1,524,456	1,496,866	4,754,434	4,612,469
Gross profit	1,005,644	992,067	3,053,601	3,040,536
Selling, general and administrative expenses	682,259	661,380	1,992,993	1,874,201
Pre-opening expenses	4,883	3,460	11,957	5,396
Operating income	318,502	327,227	1,048,651	1,160,939
Interest income, net	(1,674)	(2,497)	(13,100)	(14,294)
Income before income taxes	320,176	329,724	1,061,751	1,175,233
Income tax expense	77,997	80,241	253,903	278,597
Net income	<u>\$ 242,179</u>	<u>\$ 249,483</u>	<u>\$ 807,848</u>	<u>\$ 896,636</u>
Other operating data:				
Number of stores end of period	1,437	1,374	1,437	1,374
Comparable sales	0.6%	4.5%	0.3%	7.3%

	13 Weeks Ended		39 Weeks Ended	
	November 2, 2024	October 28, 2023	November 2, 2024	October 28, 2023
<b>(Percentage of net sales)</b>				
Net sales	100.0%	100.0%	100.0%	100.0%
Cost of sales	60.3%	60.1%	60.9%	60.3%
Gross profit	39.7%	39.9%	39.1%	39.7%
Selling, general and administrative expenses	27.0%	26.6%	25.5%	24.5%
Pre-opening expenses	0.2%	0.1%	0.2%	0.1%
Operating income	12.6%	13.1%	13.4%	15.2%
Interest income, net	(0.1%)	(0.1%)	(0.2%)	(0.2%)
Income before income taxes	12.7%	13.2%	13.6%	15.4%
Income tax expense	3.1%	3.2%	3.3%	3.6%
Net income	<u>9.6%</u>	<u>10.0%</u>	<u>10.3%</u>	<u>11.7%</u>

## **Comparison of 13 weeks ended November 2, 2024 to 13 weeks ended October 28, 2023**

### ***Net sales***

Net sales increased \$41.2 million, or 1.7%, to \$2.53 billion for the 13 weeks ended November 2, 2024 compared to \$2.49 billion for the 13 weeks ended October 28, 2023. The net sales increase was primarily due to new store contribution, partially offset by a \$4.9 million decline in other revenue. The comparable sales increase of 0.6% for the 13 weeks ended November 2, 2024 was driven by a 0.5% increase in transactions and a 0.1% increase in average ticket.

### ***Gross profit***

Gross profit increased \$13.6 million, or 1.4%, to \$1.0 billion for the 13 weeks ended November 2, 2024, compared to \$992.1 million for the 13 weeks ended October 28, 2023. Gross profit as a percentage of net sales decreased to 39.7% for the 13 weeks ended November 2, 2024, compared to 39.9% for the 13 weeks ended October 28, 2023. The decrease in gross profit margin was primarily due to deleverage of store and supply chain fixed costs and lower other revenue, partially offset by favorable channel mix and lower inventory shrink.

### ***Selling, general and administrative expenses***

Selling, general and administrative (SG&A) expenses increased \$20.9 million, or 3.2%, to \$682.3 million for the 13 weeks ended November 2, 2024, compared to \$661.4 million for the 13 weeks ended October 28, 2023. SG&A expenses as a percentage of net sales increased to 27.0% for the 13 weeks ended November 2, 2024, compared to 26.6% for the 13 weeks ended October 28, 2023, primarily due to deleverage of store payroll and benefits and corporate overhead, primarily due to strategic investments, partially offset by lower incentive compensation.

### ***Pre-opening expenses***

Pre-opening expenses were \$4.9 million for the 13 weeks ended November 2, 2024 compared to \$3.5 million for the 13 weeks ended October 28, 2023.

### ***Interest income, net***

Interest income, net was \$1.7 million for the 13 weeks ended November 2, 2024 compared to \$2.5 million for the 13 weeks ended October 28, 2023. As of November 2, 2024 and October 28, 2023, we had \$199.7 million and \$195.4 million, respectively, outstanding under the credit facility. We did not have any outstanding borrowings on the credit facility as of February 3, 2024.

### ***Income tax expense***

Income tax expense of \$78.0 million for the 13 weeks ended November 2, 2024 represents an effective tax rate of 24.4%, compared to \$80.2 million of income tax expense representing an effective tax rate of 24.3% for the 13 weeks ended October 28, 2023.

### ***Net income***

Net income was \$242.2 million for the 13 weeks ended November 2, 2024, compared to \$249.5 million for the 13 weeks ended October 28, 2023. The decrease in net income is primarily due to the \$20.9 million increase in SG&A expenses and the \$1.4 million increase in pre-opening expenses, partially offset by the \$13.6 million increase in gross profit and the \$2.2 million decrease in income taxes.

## **Comparison of 39 weeks ended November 2, 2024 to 39 weeks ended October 28, 2023**

### ***Net sales***

Net sales increased \$155.0 million, or 2.0%, to \$7.8 billion for the 39 weeks ended November 2, 2024, compared to \$7.7 billion for the 39 weeks ended October 28, 2023. The net sales increase was primarily due to new store contribution and

a \$10.0 million increase in other revenue. The comparable sales increase of 0.3% for the 39 weeks ended November 2, 2024 was driven by a 0.3% increase in average ticket.

***Gross profit***

Gross profit was \$3.1 billion for the 39 weeks ended November 2, 2024 compared to \$3.0 billion for the 39 weeks ended October 28, 2023. Gross profit as a percentage of net sales decreased to 39.1% for the 39 weeks ended November 2, 2024, compared to 39.7% for the 39 weeks ended October 28, 2023. The decrease in gross profit margin was primarily due to lower merchandise margin, partially offset by deleverage of store fixed costs.

***Selling, general and administrative expenses***

SG&A expenses increased \$118.8 million, or 6.3%, to \$2.0 billion for the 39 weeks ended November 2, 2024, compared to \$1.9 billion for the 39 weeks ended October 28, 2023. SG&A expenses as a percentage of net sales increased to 25.5% for the 39 weeks ended November 2, 2024, compared to 24.5% for the 39 weeks ended October 28, 2023, primarily due to deleverage of corporate overhead due to strategic investments and deleverage of store payroll and benefits, and store expenses, partially offset by lower incentive compensation.

***Pre-opening expenses***

Pre-opening expenses were \$12.0 million for the 39 weeks ended November 2, 2024 compared to \$5.4 million for the 39 weeks ended October 28, 2023.

***Interest income, net***

Interest income, net was \$13.1 million for the 39 weeks ended November 2, 2024 compared to \$14.3 million for the 39 weeks ended October 28, 2023. As of November 2, 2024 and October 28, 2023, we had \$199.7 million and \$195.4 million, respectively, outstanding under the credit facility. We did not have any outstanding borrowings on the credit facility as of February 3, 2024.

***Income tax expense***

Income tax expense of \$253.9 million for the 39 weeks ended November 2, 2024 represents an effective tax rate of 23.9%, compared to \$278.6 million of income tax expense representing an effective tax rate of 23.7% for the 39 weeks ended October 28, 2023.

***Net income***

Net income was \$807.8 million for the 39 weeks ended November 2, 2024 compared to \$896.6 million for the 39 weeks ended October 28, 2023. The decrease in net income is primarily due to the \$118.8 million increase in SG&A expenses and the \$6.6 million increase in pre-opening expenses, partially offset by the \$24.7 million decrease in income taxes and the \$13.1 million increase in gross profit.

***Liquidity and capital resources***

Our primary sources of liquidity are cash and cash equivalents, cash flows from operations, and borrowings under our credit facility. The most significant components of our working capital are merchandise inventories, cash and cash equivalents, and receivables, reduced by accounts payable, deferred revenue, and accrued liabilities. As of November 2, 2024, February 3, 2024, and October 28, 2023, we had cash and cash equivalents of \$177.8 million, \$766.6 million, and \$121.8 million, respectively.

Our primary cash needs are for rent, capital expenditures for new, remodeled, and relocated stores, increased merchandise inventories related to store expansion and new brand additions, supply chain improvements, share repurchases, and continued investment in our information technology systems.

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Our most significant ongoing short-term cash requirements relate primarily to funding operations (including expenditures for lease expenses, inventory, labor, distribution, advertising and marketing, and tax liabilities) as well as periodic spend for capital expenditures, investments, and share repurchases. Our working capital needs are greatest from August through November each year as a result of our inventory build-up during this period for the approaching holiday season.

Long-term cash requirements primarily relate to funding lease expenses and other purchase commitments.

We generally fund short-term and long-term cash requirements with cash from operating activities. We believe our primary sources of liquidity will satisfy our cash requirements over both the short term (the next twelve months) and long term.

**Cash flows**

We believe our ability to generate substantial cash from operating activities and readily secure financing at competitive rates are key strengths that give us significant flexibility to meet our short and long-term financial commitments.

The following table presents a summary of our cash flows:

	39 Weeks Ended	
	November 2, 2024	October 28, 2023
(In thousands)		
Net cash provided by operating activities	\$ 302,041	\$ 358,011
Net cash used in investing activities	(306,644)	(315,900)
Net cash used in financing activities	(584,209)	(658,177)

**Operating activities**

Operating activities consist of net income adjusted for certain non-cash items, including depreciation and amortization, non-cash lease expense, deferred income taxes, stock-based compensation expense, realized gains or losses on disposal of property and equipment, and the effect of working capital changes.

The decrease in net cash provided by operating activities in the first 39 weeks of fiscal 2024 compared to the first 39 weeks of fiscal 2023 was mainly due to the decrease in net income, the timing of accrued income taxes, prepaid expenses and other current assets, accrued liabilities, accounts payable, and deferred revenue, partially offset by a lower increase in merchandise inventories in the first 39 weeks of fiscal 2024, a decrease in net other assets and liabilities, and an increase in depreciation and amortization.

Merchandise inventories, net were \$2.4 billion at November 2, 2024 compared to \$2.3 billion at October 28, 2023, representing an increase of \$43.9 million or 1.9%. The increase in total inventory is primarily due to the addition of 63 net new stores opened since October 28, 2023.

**Investing activities**

We have historically used cash primarily for new, remodeled, relocated, and refreshed stores, supply chain investments, short-term investments, and investments in information technology systems. Investing activities for capital expenditures were \$300.5 million during the 39 weeks ended November 2, 2024, compared to \$311.0 million during the 39 weeks ended October 28, 2023.

During the 39 weeks ended November 2, 2024, we opened 57 new stores, closed five stores, relocated two stores, and remodeled 36 stores, compared to the 39 weeks ended October 28, 2023, when we opened 20 new stores, closed one store, relocated five stores, and remodeled 16 stores.

The decrease in net cash used in investing activities in the first 39 weeks of fiscal 2024 compared to the first 39 weeks of fiscal 2023 was primarily due to lower capital expenditures for information technology systems, supply chain

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investments, and store maintenance, partially offset by higher capital expenditures for new, remodeled, and relocated stores and merchandising fixtures, compared to the first 39 weeks of fiscal 2023.

Our future investments will depend primarily on the number of new, remodeled, and relocated stores, information technology systems, and supply chain investments we undertake and the timing of these expenditures. Based on past performance and current expectations, we believe our sources of liquidity will be sufficient to fund future capital expenditures.

**Financing activities**

Financing activities include share repurchases, borrowing and repayment of our revolving credit facility, and capital stock transactions. Purchases of treasury shares represent the fair value of common shares repurchased from plan participants in connection with shares withheld to satisfy minimum statutory tax obligations upon the vesting of restricted stock.

The decrease in net cash used in financing activities in the first 39 weeks of fiscal 2024 compared to the first 39 weeks of fiscal 2023 was primarily due to a decrease in the dollar amount of share repurchases.

As of November 2, 2024 and October 28, 2023, we had \$199.7 million and \$195.4 million, respectively, outstanding under the credit facility. We did not have any outstanding borrowings on the credit facility as of February 3, 2024.

**Share repurchase program**

In March 2022, the Board of Directors authorized a share repurchase program (the 2022 Share Repurchase Program) pursuant to which the Company could repurchase up to \$2.0 billion of the Company's common stock. The 2022 Share Repurchase Program authorization revoked the previously authorized but unused amounts from the earlier share repurchase program. The 2022 Share Repurchase Program did not have an expiration date but provided for suspension or discontinuation at any time.

In March 2024, the Board of Directors authorized a share repurchase program (the March 2024 Share Repurchase Program) pursuant to which the Company could repurchase up to \$2.0 billion of the Company's common stock. The March 2024 Share Repurchase Program authorization revoked the previously authorized but unused amounts from the 2022 Share Repurchase Program. The March 2024 Share Repurchase Program did not have an expiration date but provided for suspension or discontinuation at any time.

In October 2024, the Board of Directors authorized a new share repurchase program (the October 2024 Share Repurchase Program) pursuant to which the Company may repurchase up to \$3.0 billion of the Company's common stock. The October 2024 Share Repurchase Program authorization revokes the previously authorized but unused amounts from the March 2024 Share Repurchase Program. The October 2024 Share Repurchase Program does not have an expiration date and may be suspended or discontinued at any time.

A summary of common stock repurchase activity is presented in the following table:

(Dollars in millions)	39 Weeks Ended	
	November 2, 2024	October 28, 2023
Shares repurchased	1,869,314	1,821,426
Total cost of shares repurchased, including excise tax	\$ 771.5	\$ 848.4

**Credit facility**

On March 13, 2024, we entered into Amendment No. 3 to the Second Amended and Restated Loan Agreement (as so amended, the Loan Agreement) with Wells Fargo Bank, National Association, as Administrative Agent, Collateral Agent and a Lender thereunder; Wells Fargo Bank, National Association and JPMorgan Chase Bank, N.A., as Lead Arrangers and Bookrunners; JPMorgan Chase Bank, N.A., as Syndication Agent and a Lender; PNC Bank, National Association,

as Documentation Agent and a Lender; and the other lenders party thereto. The Loan Agreement matures on March 13, 2029, provides maximum revolving loans equal to the lesser of \$800.0 million or a percentage of eligible owned inventory and eligible owned receivables (which borrowing base may, at the election of the Company and satisfaction of certain conditions, include a percentage of qualified cash), contains a \$50.0 million subfacility for letters of credit and allows the Company to increase the revolving facility by an additional \$200.0 million, subject to the consent by each lender and other conditions. The Loan Agreement contains a requirement to maintain a fixed charge coverage ratio of not less than 1.0 to 1.0 during such periods when availability under the Loan Agreement falls below a specified threshold. Substantially all of the Company's assets are pledged as collateral for outstanding borrowings under the Loan Agreement. Outstanding borrowings bear interest, at the Company's election, at either a base rate plus a margin of 0.5% to 1.0% or the Term Secured Overnight Financing Rate plus a margin of 1.5% to 2.0%, and a credit spread adjustment of 0.10%, with such margins based on the Company's borrowing availability, and the unused line fee is 0.25% to 0.375% per annum.

As of November 2, 2024 and October 28, 2023, we had \$199.7 million and \$195.4 million, respectively, outstanding under the credit facility. The weighted average interest rate was 7.15% and 8.21% for the 39 weeks ended November 2, 2024 and October 28, 2023, respectively. As of February 3, 2024, we had no borrowings outstanding under the credit facility.

As of November 2, 2024, we were in compliance with all terms and covenants of the Loan Agreement.

#### **Seasonality**

Our business is subject to seasonal fluctuation. Significant portions of our net sales and profits are realized during the fourth quarter of the fiscal year due to the holiday selling season. To a lesser extent, our business is also affected by Mother's Day and Valentine's Day. Any decrease in sales during these higher sales volume periods could have an adverse effect on our business, financial condition, or operating results for the entire fiscal year. Our quarterly results of operations have varied in the past and are likely to do so again in the future. As such, we believe that period-to-period comparisons of our results of operations should not be relied upon as an indication of our future performance.

#### **Critical accounting policies and estimates**

Management's discussion and analysis of financial condition and results of operations is based upon our consolidated financial statements, which have been prepared in accordance with U.S. generally accepted accounting principles. The preparation of these consolidated financial statements required the use of estimates and judgments that affect the reported amounts of our assets, liabilities, revenues, and expenses. Management bases estimates on historical experience and other assumptions it believes to be reasonable under the circumstances and evaluates these estimates on an on-going basis. Actual results may differ from these estimates. There have been no significant changes to the critical accounting policies and estimates included in our Annual Report on Form 10-K for the fiscal year ended February 3, 2024.

#### **Item 3. Quantitative and Qualitative Disclosures About Market Risk**

Market risk represents the risk of loss that may impact our financial position due to adverse changes in financial market prices and rates. Our market risk exposure is primarily the result of fluctuations in interest rates. We continually monitor this risk and may develop strategies to manage it. We do not hold or issue financial instruments for trading purposes.

##### **Interest rate risk**

We are exposed to interest rate risks primarily through borrowings under our credit facility. Interest on our borrowings is based upon variable rates. We had \$199.7 million and \$195.4 million outstanding on the credit facility as of November 2, 2024 and October 28, 2023, respectively. We did not have any outstanding borrowings on the credit facility as of February 3, 2024.

A hypothetical 1% increase in interest rates on variable rate debt would not have a material impact on our operating income for the 39 weeks ended November 2, 2024.

**Item 4. Controls and Procedures****Evaluation of disclosure controls and procedures over financial reporting**

We have established disclosure controls and procedures to ensure that material information relating to the Company is made known to the officers who certify our financial reports and to the members of our senior management and Board of Directors.

Based on management's evaluation as of November 2, 2024, our Chief Executive Officer and Chief Financial Officer have concluded that our disclosure controls and procedures (as defined in Rules 13a-15(e) and 15d-15(e) under the Securities Exchange Act of 1934), are effective to ensure that the information required to be disclosed by us in our reports that we file or submit under the Securities Exchange Act of 1934 is recorded, processed, summarized, and reported within the time periods specified in the Securities and Exchange Commission's rules and forms, and that such information is accumulated and communicated to our management, including the Chief Executive Officer and Chief Financial Officer, as appropriate, to allow timely decisions regarding required disclosure.

**Changes in internal control over financial reporting**

There were no changes to our internal controls over financial reporting during the 13 weeks ended November 2, 2024 that have materially affected, or are reasonably likely to materially affect, our internal controls over financial reporting.

**Part II - Other Information****Item 1. Legal Proceedings**

See Note 6 to our consolidated financial statements, "Commitments and contingencies," for information on legal proceedings.

**Item 1A. Risk Factors**

In addition to the other information set forth in this report, you should carefully consider the factors discussed in Part I, "Item 1A. Risk Factors" in our Annual Report on Form 10-K for the year ended February 3, 2024, which could materially affect our business, financial condition, financial results, or future performance. There have been no material changes from the risk factors previously disclosed in our Annual Report on Form 10-K for the year ended February 3, 2024.

**Item 2. Unregistered Sales of Equity Securities and Use of Proceeds**

The following table sets forth repurchases of our common stock during the third quarter of fiscal 2024:

Period	Total number of shares purchased (1)	Average price paid per share	Total number of shares purchased as part of publicly announced plans or programs	Approximate dollar value of shares that may yet be purchased under plans or programs (in thousands) (2)
August 4, 2024 to August 31, 2024	226,000	\$ 345.91	226,000	\$ 1,492,756
September 1, 2024 to September 28, 2024	193,542	385.24	193,436	1,418,971
September 29, 2024 to November 2, 2024	312,205	374.81	312,022	2,945,284
13 weeks ended November 2, 2024	731,747	368.64	731,458	2,945,284

(1) There were 731,458 shares repurchased during the 13 weeks ended November 2, 2024 and there were 289 shares transferred from employees in satisfaction of minimum statutory tax withholding obligations upon the vesting of restricted stock during the period.

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- (2) We may repurchase up to \$3.0 billion of the Company's common stock under the October 2024 Share Repurchase Program, which revoked the previously authorized but unused amounts under the March 2024 Share Repurchase Program. As of November 2, 2024, \$2.9 billion remained available under the October 2024 Share Repurchase Program.

**Item 3. Defaults Upon Senior Securities**

None

**Item 4. Mine Safety Disclosures**

None

**Item 5. Other Information**

During the 13 weeks ended November 2, 2024, no director or Section 16 officer of the Company adopted or terminated a "Rule 10b5-1 trading arrangement" or "non-Rule 10b5-1 trading arrangement," as each term is defined in Item 408 of Regulation S-K.

**Item 6. Exhibits**

The exhibits listed in the Exhibit Index below are filed as part of this Quarterly Report on Form 10-Q.

**EXHIBIT INDEX**

Exhibit Number	Description of document	Filed Herewith	Incorporated by Reference			
			Form	Exhibit Number	File Number	Filing Date
3.1	<a href="#">Certificate of Incorporation of Ulta Beauty, Inc., as amended through June 1, 2023</a>		8-K	3.1	001-33764	6/07/2023
3.2	<a href="#">Bylaws of Ulta Beauty, Inc., as amended through June 1, 2023</a>		8-K	3.3	001-33764	6/07/2023
31.1	<a href="#">Certification of the Chief Executive Officer pursuant to Rules 13a-14(a) and 15d-14(a) of the Securities Exchange Act of 1934, as adopted pursuant to section 302 of the Sarbanes-Oxley Act of 2002</a>	X				
31.2	<a href="#">Certification of the Chief Financial Officer pursuant to Rules 13a-14(a) and 15d-14(a) of the Securities Exchange Act of 1934, as adopted pursuant to section 302 of the Sarbanes-Oxley Act of 2002</a>	X				
32	<a href="#">Certification of the Chief Executive Officer and Chief Financial Officer pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002</a>	X				
101.INS	Inline XBRL Instance	X				
101.SCH	Inline XBRL Taxonomy Extension Schema	X				

Exhibit Number	Description of document	Filed Herewith	Incorporated by Reference			
			Form	Exhibit Number	File Number	Filing Date
101.CAL	Inline XBRL Taxonomy Extension Calculation	X				
101.LAB	Inline XBRL Taxonomy Extension Labels	X				
101.PRE	Inline XBRL Taxonomy Extension Presentation	X				
101.DEF	Inline XBRL Taxonomy Extension Definition	X				
104	Cover Page Interactive Data File (formatted as Inline XBRL with applicable taxonomy extension information contained in Exhibits 101).					

## SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on December 5, 2024 on its behalf by the undersigned, thereunto duly authorized.

ULTA BEAUTY, INC.

By: /s/ David C. Kimbell  
David C. Kimbell  
Chief Executive Officer and Director

By: /s/ Paula M. Oyibo  
Paula M. Oyibo  
Chief Financial Officer and Treasurer

**CERTIFICATION PURSUANT TO  
RULES 13a-14(a) AND 15d-14(a) UNDER THE SECURITIES  
EXCHANGE ACT OF 1934, AS ADOPTED PURSUANT TO  
SECTION 302 OF THE SARBANES-OXLEY ACT OF 2002**

I, David C. Kimbell, certify that:

1. I have reviewed this quarterly report on Form 10-Q of Ulta Beauty, Inc.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
  - a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
  - b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
  - c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
  - d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing equivalent functions):
  - a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
  - b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: December 5, 2024

By: /s/ David C. Kimbell  
David C. Kimbell  
Chief Executive Officer and Director

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**CERTIFICATION PURSUANT TO  
RULES 13a-14(a) AND 15d-14(a) UNDER THE SECURITIES  
EXCHANGE ACT OF 1934, AS ADOPTED PURSUANT TO  
SECTION 302 OF THE SARBANES-OXLEY ACT OF 2002**

I, Paula M. Oyibo, certify that:

1. I have reviewed this quarterly report on Form 10-Q of Ulta Beauty, Inc.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
  - a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
  - b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
  - c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
  - d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing equivalent functions):
  - a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
  - b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: December 5, 2024

By: /s/ Paula M. Oyibo  
Paula M. Oyibo  
Chief Financial Officer and Treasurer

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**CERTIFICATION PURSUANT TO  
18 U.S.C. SECTION 1350,  
AS ADOPTED PURSUANT TO  
SECTION 906 OF THE SARBANES-OXLEY ACT OF 2002**

Pursuant to 18 U.S.C. §1350 (adopted pursuant to §906 of the Sarbanes-Oxley Act of 2002), I, the Chief Executive Officer and Director of Ulta Beauty, Inc. (the “Company”), hereby certify that the Quarterly Report on Form 10-Q of the Company for the quarterly period ended November 2, 2024 (the “Report”), fully complies with the requirements of section 13(a) or 15(d) of the Securities Exchange Act of 1934, as amended, and that information contained in the Report fairly presents, in all material respects, the financial condition and results of operations of the Company.

A signed original of this written statement required by Section 906 has been provided to the Company and will be retained by the Company and furnished to the Securities and Exchange Commission or its staff upon request.

Date: December 5, 2024

By: /s/ David C. Kimbell  
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David C. Kimbell  
Chief Executive Officer and Director

**CERTIFICATION PURSUANT TO  
18 U.S.C. SECTION 1350,  
AS ADOPTED PURSUANT TO  
SECTION 906 OF THE SARBANES-OXLEY ACT OF 2002**

Pursuant to 18 U.S.C. §1350 (adopted pursuant to §906 of the Sarbanes-Oxley Act of 2002), I, the undersigned Chief Financial Officer and Treasurer of Ulta Beauty, Inc. (the “Company”), hereby certify that the Quarterly Report on Form 10-Q of the Company for the quarterly period ended November 2, 2024 (the “Report”), fully complies with the requirements of section 13(a) or 15(d) of the Securities Exchange Act of 1934, as amended, and that information contained in the Report fairly presents, in all material respects, the financial condition and results of operations of the Company.

A signed original of this written statement required by Section 906 has been provided to the Company and will be retained by the Company and furnished to the Securities and Exchange Commission or its staff upon request.

Date: December 5, 2024

By: /s/ Paula M. Oyibo  
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Paula M. Oyibo  
Chief Financial Officer and Treasurer

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