## FORM 4

Check this box if no longer subject to

Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

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|  | Check this box to indicate that a<br>transaction was made pursuant to a<br>contract, instruction or written plan for the<br>purchase or sale of equity securities of the<br>issuer that is intended to satisfy the<br>affirmative defense conditions of Rule<br>10b5-1(c). See Instruction 10. |
|--|--|
|--|--|

| 1. Name and Address of <u>Caro Jodi J</u> | of Reporting Person <sup>*</sup> |       | 2. Issuer Name <b>and</b> Ticker or Trading Symbol<br><u>Ulta Beauty, Inc.</u> [ ULTA ] | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br>Director 10% Owner    |   |                        |  |  |
|---|----------------------------------|-------|---|---|---|------------------------|--|--|
| (Last)<br>1000 REMINGTO                   | (First) (Middle)                 |       | 3. Date of Earliest Transaction (Month/Day/Year)<br>04/01/2025                          | х   | Officer (give title<br>below)<br>GC, Chief Risk & | Other (specify below)  |  |  |
| SUITE 120                                 |                                  |       | 4. If Amendment, Date of Original Filed (Month/Day/Year)                                | 6. Individual or Joint/Group Filing (Check Applicable Line)<br>X Form filed by One Reporting Person |   |                        |  |  |
| (Street)<br>BOLINGBROOK                   | IL                               | 60440 |   |   | , ,   | n One Reporting Person |  |  |
| (City)                                    | (State)                          | (Zip) | untive Securities Acquired Disposed of an Paneficia                                     |   |   |                        |  |  |

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transac<br>Code (Ir<br>8) |   | 4. Securities Acquired (A) or<br>Disposed Of (D) (Instr. 3, 4 and 5) |                 |           | 5. Amount of<br>Securities<br>Beneficially Owned<br>Following Reported | 6. Ownership<br>Form: Direct (D)<br>or Indirect (I)<br>(Instr. 4) | Beneficial<br>Ownership |  |
|---------------------------------|--|---|---------------------------------|---|--|-----------------|-----------|--|---|-------------------------|--|
|                                 |  |   | Code                            | v | Amount   | nt (A) or Price |           | Transaction(s)<br>(Instr. 3 and 4)                                     |   | (Instr. 4)              |  |
| Common Stock                    | 04/01/2025                                 |   | М                               |   | 902  | A               | \$174.45  | 8,534  | D   |                         |  |
| Common Stock                    | 04/01/2025                                 |   | S                               |   | 902  | D               | \$369.162 | 7,632  | D   |                         |  |

## Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security (Instr.<br>3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security |            | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code (Instr.<br>8) |   | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed<br>of (D) (Instr. 3,<br>4 and 5) |     | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and Amount of<br>Securities Underlying<br>Derivative Security (Instr.<br>3 and 4) |                                     | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | Beneficial<br>Ownership<br>(Instr. 4) |
|---|---|------------|---|---|---|--|-----|--|--------------------|--|-------------------------------------|---|--|--|---------------------------------------|
|   |   |            |   | Code                                    | v | (A)  | (D) | Date<br>Exercisable  | Expiration<br>Date | Title  | Amount<br>or<br>Number<br>of Shares |   | Transaction(s)<br>(Instr. 4)   |  |                                       |
| Stock Option<br>(right to buy)                      | \$174.45  | 04/01/2025 |   | М                                       |   |  | 902 | (1)  | 03/27/2030         | Common<br>Stock  | 902                                 | \$ <mark>0</mark>                                   | 902  | D  |                                       |

Explanation of Responses:

1. The options, representing an initial right to purchase a total of 7,215 shares, vesting in 25% annual increments beginning March 15, 2021 and each anniversary thereafter through March 15, 2024.

/s/ Jodi J. Caro

\*\* Signature of Reporting Person

04/02/2025 Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.