

/s/ Jodi J. Caro, as attorney-in-fact for Mary N. Dillon	04/02/2018
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Explanation of Responses:

* 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).

Represents 12,048 performance-based restricted share units, which were awarded on March 25, 2016 under the Amended and Restated Ulta Beauty, Inc. 2011 Incentive Award Plan.

- (1) Each performance-based restricted share unit represents the right to one share of common stock, which vested based on satisfaction of certain performance goals and a time-based service vesting restriction which lapses on March 15, 2019, subject to continued employment. The Company's compensation committee certified on March 29, 2018 that the performance vesting goals were satisfied.
- (2) Represents a grant of 4,416 restricted stock units, each representing one share of common stock, vesting 100% on March 15, 2021.
- (3) Represents a grant of 24,478 restricted stock units, each representing one share of common stock, vesting 100% on September 30, 2021 but the underlying shares cannot be sold or otherwise transferred until September 30, 2022.
- (4) Shares held by the Mary N. Dillon Trust U/A DTD 3/31/2017.
- (5) The options, representing a right to purchase a total of 45,010 shares of common stock, vesting in 25% annual increments beginning March 15, 2019 and each anniversary thereafter through March 15, 2022.

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

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