

LIVING OUR STORY
IN THE GOOD TIMES
& THE BAD



the possibilities are beautiful.™



Breaking paradigms since day one.

30 years. 3 core insights.

Real Estate



Product Mix



Services



Top 20 Fastest
Growing Retailers in
the World

Top Performing Retail
Stock of the Decade

#1 Beauty
Destination for Teens



Evolving THE BRAND

FUNCTIONAL

EMOTIONAL

PURPOSEFUL

we were here.

we are going here.

*All Things
Beauty.*
ALL IN ONE PLACE.™

the
possibilities
are beautiful.™

**WE USE THE
POWER OF BEAUTY
TO BRING TO LIFE
THE POSSIBILITIES
THAT LIE WITH EACH OF US.**



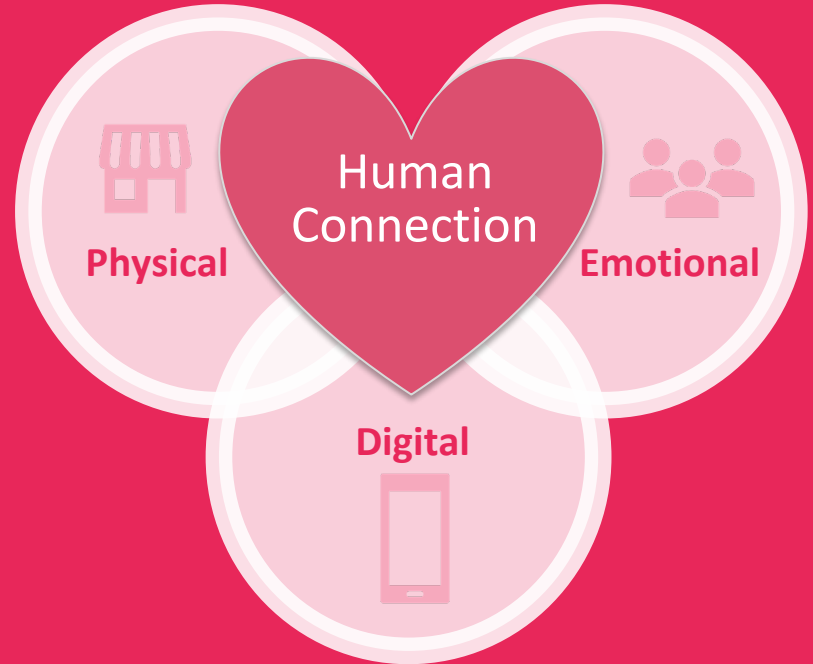


ULTA[®]
BEAUTY

the *possibilities* are beautiful.™

a purpose that matters.
experiences that matter.

the synergy
of the
experience that
brings possibilities
to life

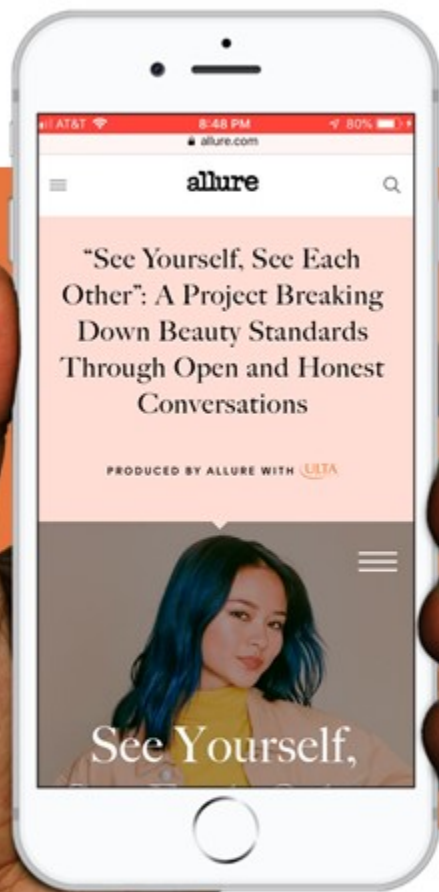


**approachable,
authentic,
inclusive,
welcoming,
inviting**

“Many people think that makeup is all about covering up the things you’re insecure about, when really it’s just about enhancing what you already have and accepting who you are and who you want to be. [That’s] the essence of ulta.”

female, age 18





See Yourself.
See Each Other.

allure

ULTA
BEAUTY

ESSENCE **ULTA**
BEAUTY

GIRLS UNITED

BEAUTIFUL POSSIBILITIES



what got you here.
won't get you there.

The #MeToo Moment: What's Next?



EDUCATION

'We Don't Want to Live a Long Life in Fear'

A mass shooting just two days after the midterm elections has motivated the young gun-reform activists of March for Our Lives to continue their mission

'Jane the Virgin's' Gina Rodriguez Shares Her Mental Health Struggles

The actress discussed her experience with depression and suicidal thoughts.



The rise of Black Lives Matter: Trying to break the cycle of violence and silence



INTERESTING TIMES | JUNE 21, 2019

The Next Step for Gay Pride

By Andrew Sullivan



Photo: Aquatin Paulini/AFP/Getty Images

“For brands to survive in this era, they have to move at the speed of culture, which requires thinking about culture differently & mobilizing in a new way.”

—
FASTCOMPANY

ULTA BEAUTY

CULTURE STUDIO

WHERE BEAUTY & CULTURE CONVERGE

Proprietary. Powered by AI + Anthropology.



Cultural Forensics

Secondary research exploration to **identify big cultural themes**



Cultural Connections

Custom-built artificial intelligence tool developed to gather conversation around cultural themes from online communities and ID key intersections with beauty



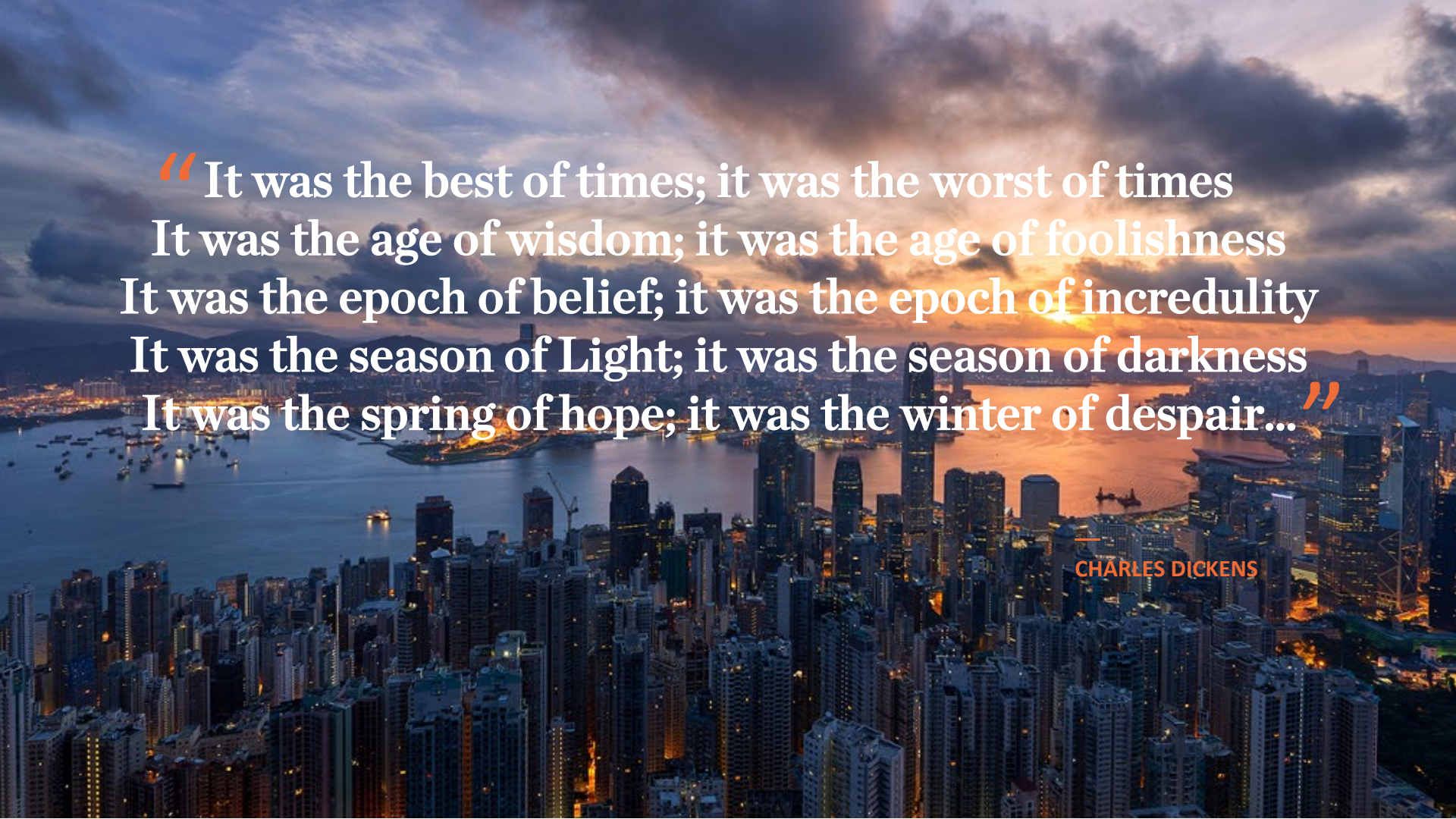
Cultural Immersion

Anthropological research to explore identified intersection for insight and understanding



Culture Circle

Tap **the best minds in beauty and culture** to dive deep into our learnings and debate their impact on culture, category, our brand & business

An aerial view of a city, likely Hong Kong, at sunset. The sky is filled with dramatic, dark clouds, with a bright orange and yellow glow from the setting sun breaking through. The city's lights are beginning to twinkle, and the water in the harbor reflects the sky's colors. The quote is overlaid in white text with orange quotation marks.

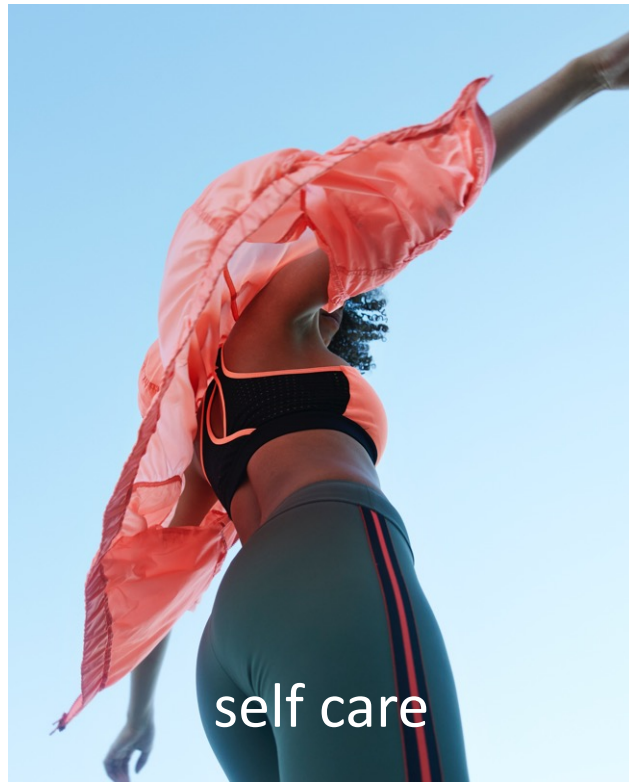
“ It was the best of times; it was the worst of times
It was the age of wisdom; it was the age of foolishness
It was the epoch of belief; it was the epoch of incredulity
It was the season of Light; it was the season of darkness
It was the spring of hope; it was the winter of despair...”

—
CHARLES DICKENS

UNLEASHING BEAUTY'S SUPERPOWERS TO MAKE THE WORLD A BETTER PLACE.



self expression



self care



togetherness

optimism

COVID-19

New brand campaign/platform.
New expressions & brand acts.
New, changing consumer sentiment.
Content company.
Channel shift acceleration.

The time is now.

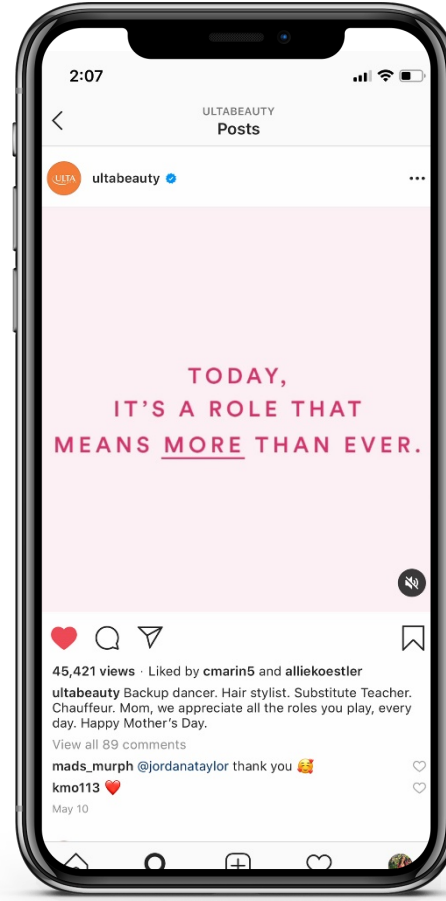
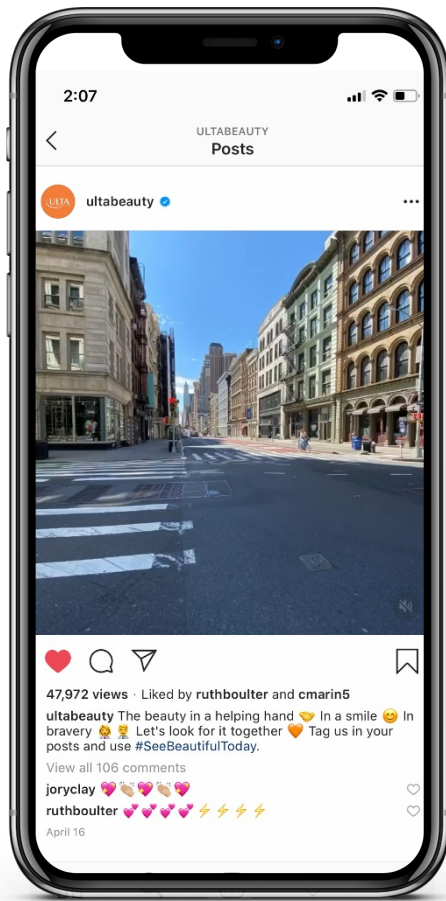
SEE BEAUTIFUL TODAY



There's beauty all around us.
Let's look for it together.

#SeeBeautifulToday

be the light

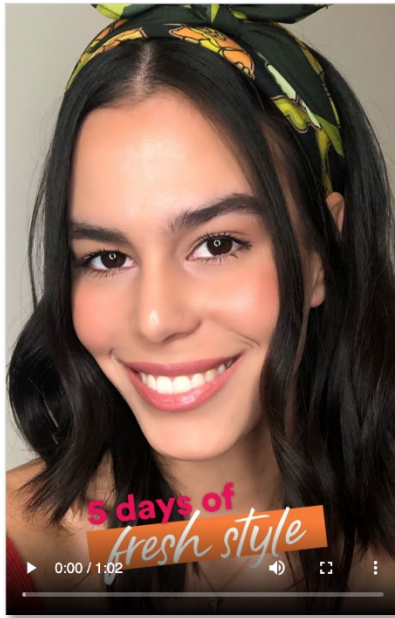


— be the light —

— at home — WITH ULTA BEAUTY

at home
WITH ULTA BEAUTY

HOW OUR DESIGN TEAM
STYLISTS CARE FOR THEIR
HAIR AT HOME



ultabeauty • Following

ultabeauty • 5-Day Hairstyle w/
@thatssotinaa

👉 hairstyle. 📺 flawless days.
Watch Ulta Beauty Design Team
member, @thatssotinaa, show you how
to keep your hairstyle looking fresh well
past day 2. (Because who's still
showering every day, anyways?)
#ultabeauty
#regram @thatssotinaa

1w

haleyki ❤️❤️❤️
1w 1 like Reply

lauragunterhair Missing your
gorgeous face @thatssotinaa

47,749 views
7 DAYS AGO

Add a comment... Post

April 29 2:40 PM

keeping busy:
ORGANIZE YOUR MAKEUP

with:
@itsmekelsie22

ulta beauty
COLLECTIVE

April 14 2:05 PM

keeping busy:
SPA DAY WITH THE KIDDOS

with:
@emilyboazman

ulta beauty
COLLECTIVE

— accelerating our D&I impact —



GUESTS

Create the most inclusive shopping experience for all guests at all stores and online



ASSOCIATES

Build a diverse, representative workforce and create the most inclusive associate experience



REPUTATION

Be a genuine, authentic leader of diversity and inclusion

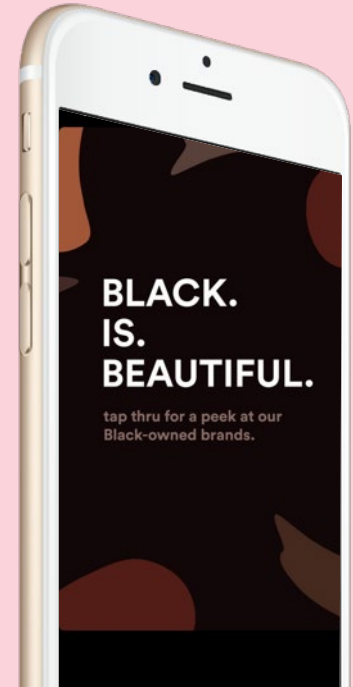
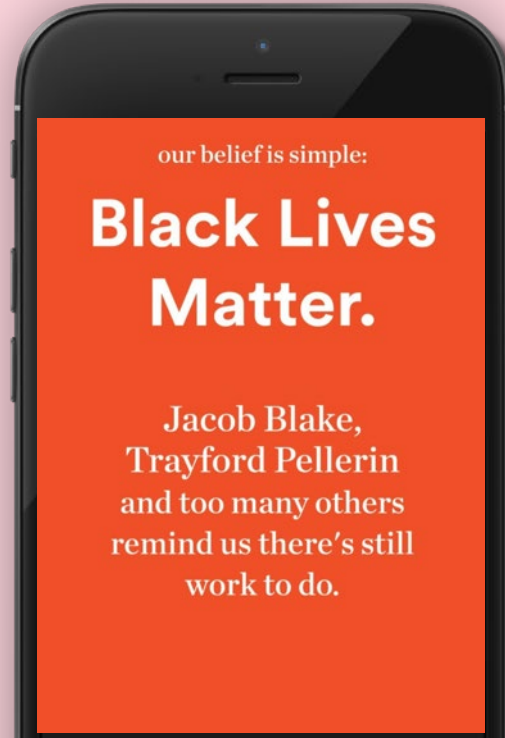


INFRASTRUCTURE

Drive the strategy & implementation through governance, tracking, communication, and change management



— accelerating our D&I impact —

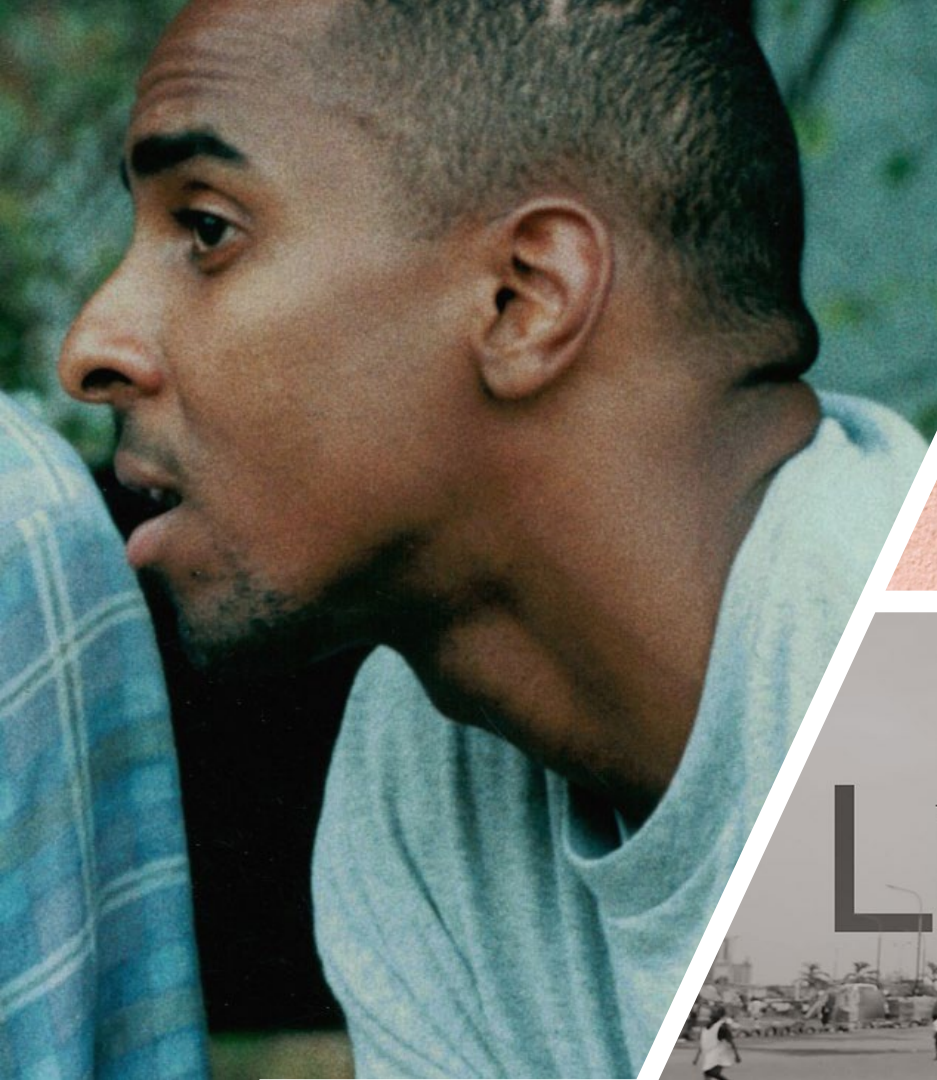




integrity +8pts



Welcome to the place where beauty lives.





FO
the
FEMALE QUOTIENT



shaping the experience

WORDS MATTER

LIVING THE STORY MATTERS

SIMPLE IDEAS MATTER

INTEGRITY MATTERS

EMOTION MATTERS



“ People will forget what you said.
People will forget what you did.
But people will never forget how
you made them feel. ”

MAYA ANGELOU





WE WILL

change the way the world
SEES, FEELS AND EXPERIENCES BEAUTY