

Ulta Beauty - Ulta Beauty Announces Organizational Leadership Changes

BOLINGBROOK, III. -- Ulta Beauty, Inc. (NASDAQ: ULTA) today announced several senior leadership changes to strategically position the beauty retailer for continued long-term growth and market share capture.

"Ulta Beauty's continued success is fueled by a strong leadership team, a winning culture and organizational design that aligns to our strategy and most effectively serves our guests and our associates," said Mary Dillon, Chief Executive Officer. "I am proud to elevate these leaders who have played a pivotal role scaling our business for growth and achieving our vision."

The Ulta Beauty executive team updates include:

- Kecia Steelman to serve in an expanded role, taking on responsibility for Ulta Beauty's international growth, as Chief Store Operations Officer & President, International.
- Monica Arnaudo promoted to Chief Merchandising Officer and will lead our merchandising and assortment strategy.
- Shelley Haus promoted to Chief Marketing Officer and will lead all brand building and consumer initiatives.
- Prama Bhatt promoted to Chief Digital Officer and will oversee digital, including digital innovation, and e-commerce.

Dave Kimbell will continue serving as Ulta Beauty President overseeing merchandising, marketing, digital functions and the corporate strategy team.

"Our ability to promote from within underscores the incredible talent and passion our team has for growing our business and leading through our values," said Dave Kimbell, President. "With this world-class leadership team, Ulta Beauty will continue to deliver an unrivaled in-store experience and merchandising assortment, drive our digital innovation and engagement, and continue to establish ourselves as a powerful and meaningful brand."

As the beauty category leader and one of the top 20 fastest-growing retailers in the world, the new executive leadership structure aligns key resources against long-term strategic initiatives, including building internal capabilities for international expansion, to continue delivering wins for our stakeholders.

About Ulta Beauty

At Ulta Beauty (NASDAQ: ULTA), the possibilities are beautiful. Ulta Beauty is the largest U.S. beauty retailer and the premier beauty destination for cosmetics, fragrance, skin care products, hair care products and salon services. In 1990, the Company reinvented the beauty retail experience by offering a new way to shop for beauty – bringing together all things beauty, all in one place. Today, Ulta Beauty has grown to become the top national retailer offering the complete beauty experience.

Ulta Beauty brings possibilities to life through the power of beauty each and every day in our stores and online with more than 25,000 products from approximately 500 well-established and emerging beauty brands across all categories and price points, including Ulta Beauty's own private label. Ulta Beauty also offers a full-service salon in every store featuring hair, skin, brow, and make-up services.

Ulta Beauty is recognized for its commitment to personalized service, fun and inviting stores and our industry-leading Ultimate Rewards loyalty program. As of November 2, 2019, Ulta Beauty operates 1,241 retail stores across 50 states and also distributes its products through its website, which includes a collection of tips, tutorials, and social content. For more information, visit www.ulta.com.

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