

Dillon Mary N  
Form 4  
March 21, 2019

**FORM 4**

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

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
*See Instruction*  
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF  
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Dillon Mary N

(Last) (First) (Middle)

1000 REMINGTON BLVD., SUITE  
120

(Street)

BOLINGBROOK, IL 60440

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol

Ulta Beauty, Inc. [ULTA]

3. Date of Earliest Transaction  
(Month/Day/Year)

03/19/2019

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_\_\_X\_\_\_\_ Officer (give title \_\_\_\_ Other (specify  
below) below)

Chief Executive Officer

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_\_\_X\_\_\_\_ Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting  
Person

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

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price		
Common Stock	03/19/2019		M		15,000	A	\$ 99.01	87,712	D
Common Stock	03/19/2019		M		17,223	A	\$ 151.2	104,935	D
Common Stock	03/19/2019		M		50,000	A	\$ 164.06	154,935	D
Common Stock	03/19/2019		M		27,474	A	\$ 191.76	182,409	D
Common Stock	03/19/2019		M		11,252	A	\$ 204.27	193,661	D

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Common Stock	03/19/2019	S	120,949	D	\$ 334.4229 (1)	72,712	D	
Common Stock						25,244	I	By Trust (2)

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

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SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Amount or Number of Shares	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (right to buy)	\$ 99.01	03/19/2019		M		15,000		<u>(3)</u>	07/01/2023	Common Stock	15,000
Stock Option (right to buy)	\$ 151.2	03/19/2019		M		17,223		<u>(4)</u>	03/27/2025	Common Stock	17,223
Stock Option (right to buy)	\$ 164.06	03/19/2019		M		50,000		<u>(5)</u>	09/15/2025	Common Stock	50,000
Stock Option (right to buy)	\$ 191.76	03/19/2019		M		27,474		<u>(6)</u>	03/25/2026	Common Stock	27,474
Stock Option (right to buy)	\$ 204.27	03/19/2019		M		11,252		<u>(7)</u>	03/29/2028	Common Stock	11,252

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Dillon Mary N 1000 REMINGTON BLVD., SUITE 120 BOLINGBROOK, IL 60440			Chief Executive Officer	

## Signatures

/s/ Jodi J. Caro, as attorney-in-fact for Mary N.  
Dillon

03/21/2019

\_\_Signature of Reporting Person

Date

## 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).

- (1) The price reported in Column 4 is a weighted average price. The prices actually received ranged from \$331.41 to \$341.33. The reporting person has provided to the issuer, and will provide to any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range for all transactions reported in this Form 4 utilizing a weighted average price.
- (2) Shares held by the Mary N. Dillon Trust U/A DTD 3/31/2017.
- (3) The options, representing a right to purchase a total of 25,000 shares, vest 20% on the first anniversary of the 7/1/2013 grant date, 20% on the third anniversary of the grant date, and 60% on the fifth anniversary of the grant date.
- (4) The options, representing a right to purchase a total of 34,445 shares, vest in 25% increments beginning on 3/15/2016 and on each anniversary date thereafter.
- (5) The options, representing a right to purchase a total of 200,000 shares, vesting in 25% increments beginning on 9/15/2018 and on each anniversary thereafter through 9/15/2021.
- (6) The options, representing a right to purchase a total of 36,632 shares, vest in 25% increments beginning on 3/15/2017 and on each anniversary date thereafter.
- (7) The options, representing a right to purchase a total of 45,010 shares, vest in 25% increments beginning on 3/15/2019 and on each anniversary date thereafter.

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

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