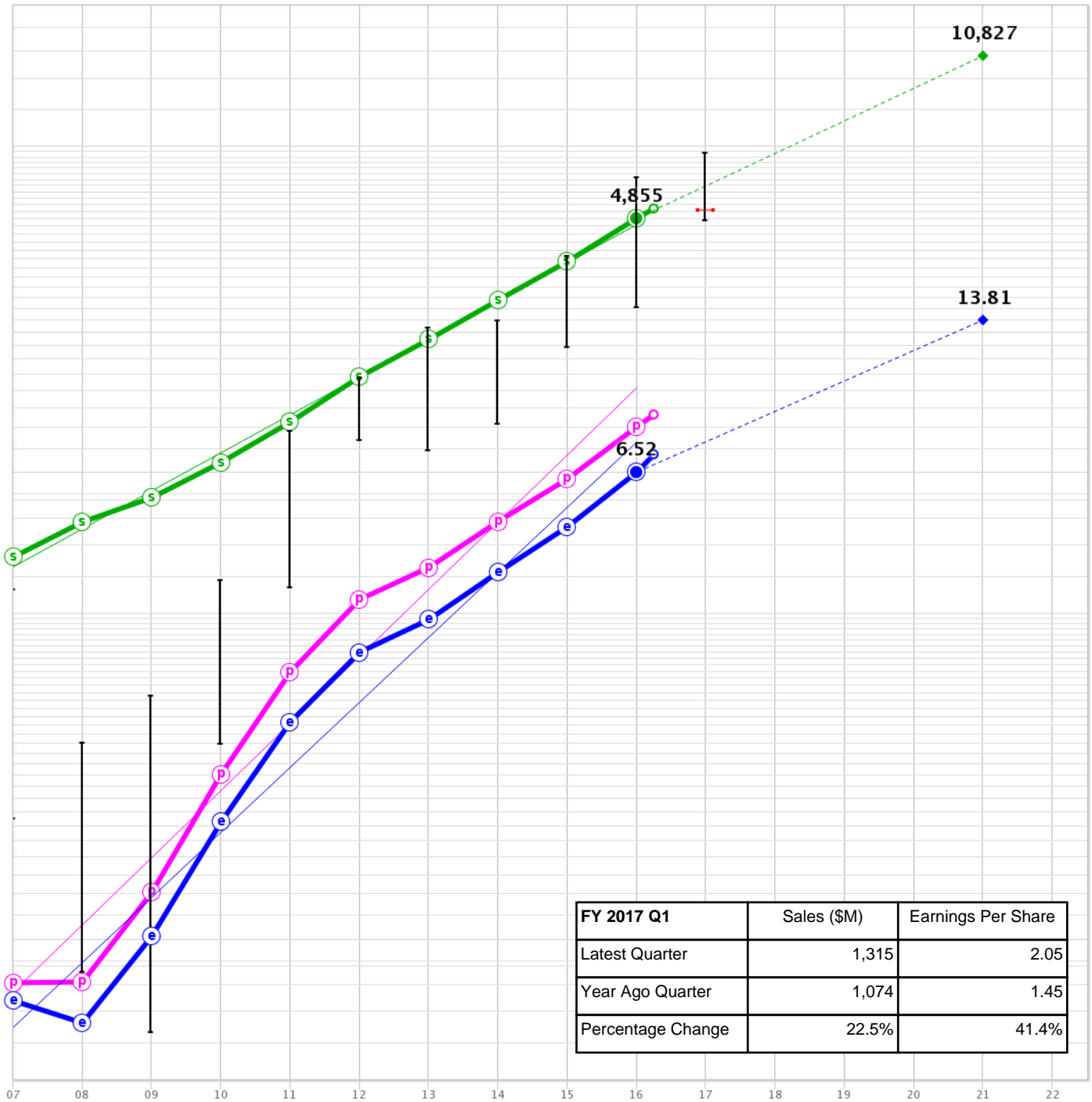


Company	Ulta Beauty		Date	08/15/17	
Prepared by	HERMAN		Data taken from	BI Stock Data	
Where traded	NAS	Industry	Specialty Retail		
Capitalization --- Outstanding Amounts	Reference				
Preferred (\$M)	0.0	% Insiders	% Institution		
Common (M Shares)	62.6		5.0	83.4	
Debt (\$M)	0.0	% to Tot Cap	0.0	% Pot Dil	0.8

Stock Selection Guide

Symbol: ULTA

1 VISUAL ANALYSIS of Sales, Earnings, and Price



- | | | | |
|-----------------------------------|-------|--|-------|
| (1) Historical Sales Growth | 20.6% | (3) Historical Earnings Per Share Growth | 37.8% |
| (2) Estimated Future Sales Growth | 17.4% | (4) Estimated Future Earnings Per Share Growth | 16.2% |

2 EVALUATING Management

Ulta Beauty

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Last 5 Year Avg.
Pre-tax Profit on Sales	4.6%	3.9%	5.4%	8.1%	11.0%	12.6%	12.3%	12.7%	12.9%	13.5%	12.8%
% Earned on Equity	12.9%	10.7%	14.2%	17.4%	20.2%	24.2%	21.8%	21.5%	23.0%	27.9%	23.7%
% Debt To Capital	26.1%	30.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

3 PRICE-EARNINGS HISTORY as an indicator of the future

This shows how stock prices have fluctuated with earnings and dividends. It is building block for translating earnings into future stock prices.

CLOSING PRICE 237.67 (08/15/17)

HIGH THIS YEAR 314.86

LOW THIS YEAR 225.13

	A	B	C	D	E	F	G	H
Year	Price		Earnings	Price Earnings Ratio		Dividend	% Payout	% High Yield
	High	Low	Per Share	High A / C	Low B / C	Per Share	F / C * 100	F / B * 100
2012	103.5	76.2	2.68	38.6	28.4	0.00	0.0	0.0
2013	132.7	72.5	3.15	42.1	23.0	0.00	0.0	0.0
2014	137.5	82.5	3.98	34.5	20.7	0.00	0.0	0.0
2015	188.5	120.4	4.98	37.8	24.2	0.00	0.0	0.0
2016	278.6	146.8	6.52	42.7	22.5	0.00	0.0	0.0
AVERAGE		99.7		39.2	23.8		0.0	
CURRENT/TTM			7.12			0.00	0.0	
AVERAGE PRICE EARNINGS RATIO: 31.5				CURRENT PRICE EARNINGS RATIO: 33.4				

4 EVALUATING RISK and REWARD over the next 5 years

Assuming one recession and one business boom every 5 years, calculations are made of how high and how low the stock might sell. The upside-downside ratio is the key to evaluating risk and reward.

A HIGH PRICE - NEXT 5 YEARS

Avg. High P/E 39.2 X Estimate High Earnings/Share 13.81 = Forecasted High Price \$ 541.5

B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 23.8 X Estimate Low Earnings/Share 6.52 = Forecasted Low Price \$ 155.2

(b) Avg. Low Price of Last 5 Years 99.7

(c) Recent Market Low Price 120.4

(d) Price Dividend Will Support $\frac{\text{Indicated Dividend}}{\text{High Yield}} = \frac{0.00}{0.00\%} = 0.0$

Selected Forecasted Low Price \$ 155.2

C ZONING using 25%-50%-25%

Forecasted High Price 541.5 Minus Forecasted Low Price 155.2 = 386.3 Range. 25% of Range 96.6

Buy Zone 155.2 to 251.8

Hold Zone 251.8 to 444.9

Sell Zone 444.9 to 541.5

Present Market Price of 237.67 is in the **BUY** Zone

D UPSIDE DOWNSIDE RATIO (POTENTIAL GAIN VS. RISK OR LOSS)

$\frac{\text{High Price} - \text{Present Price}}{\text{Present Price}} = \frac{541.5 - 237.67}{237.67} = 1.05$
 $\frac{\text{Present Price} - \text{Low Price}}{\text{Present Price} - \text{Low Price}} = \frac{237.67 - 155.2}{237.67 - 155.2} = 1.0$
 Ratio = 1.05 / 1.0 = 1.05 To 1

E PRICE TARGET (Note: This shows the potential market price appreciation over the next five years in simple interest terms.)

$\frac{\text{High Price} - \text{Closing Price}}{\text{Closing Price}} = \frac{541.5 - 237.67}{237.67} = 2.2782$
 $2.2782 \times 100 = 227.82 - 100 = 127.8\%$ % Appreciation

5 5-YEAR POTENTIAL

This combines price appreciation with dividend yield to get an estimate of total return. It provides a standard for comparing income and growth stocks.

A $\frac{\text{Indicated Annual Dividend}}{\text{Closing Price}} = \frac{0.00}{237.67} = 0.0000 = 0.0\%$ Current Yield

B AVERAGE YIELD - USING FORECAST HIGH P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast High PE}} = \frac{0.0\%}{39.20} = 0.0\%$

AVERAGE YIELD - USING FORECAST AVERAGE P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast Average PE}} = \frac{0.0\%}{31.50} = 0.0\%$

C COMPOUND ANNUAL RETURN - USING FORECAST HIGH P/E

Annualized Appreciation 17.9 %
 Average Yield 0.0 %
 Annualized Rate of Return 17.9 %

COMPOUND ANNUAL RETURN - USING FORECAST AVG P/E

Annualized Appreciation 12.9 %
 Average Yield 0.0 %
 Annualized Rate of Return 12.9 %