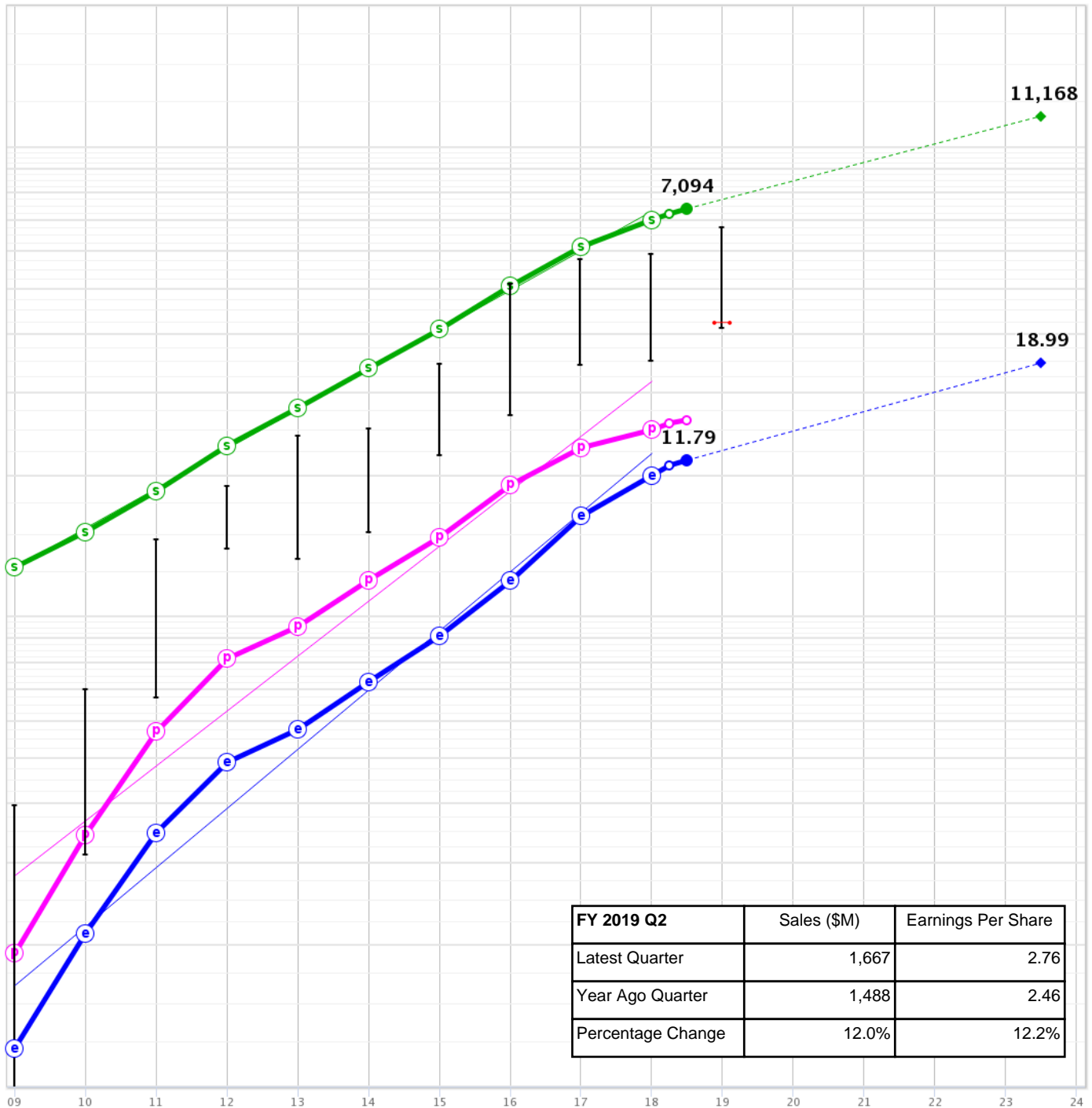


Company	Ulta Beauty		Date	09/10/19	
Prepared by	HENRIKSON		Data taken from	BI Stock Data	
Where traded	NAS	Industry	Specialty Retail		
Capitalization --- Outstanding Amounts	Reference				
Preferred (\$M)	0.0	% Insiders	% Institution		
Common (M Shares)	58.4		5.1	99.1	
Debt (\$M)	1,892.0	% to Tot Cap	50.7	% Pot Dil	0.5

Stock Selection Guide

Symbol: ULTA

1 VISUAL ANALYSIS of Sales, Earnings, and Price



- | | | | |
|-----------------------------------|-------|--|-------|
| (1) Historical Sales Growth | 21.4% | (3) Historical Earnings Per Share Growth | 33.6% |
| (2) Estimated Future Sales Growth | 9.5% | (4) Estimated Future Earnings Per Share Growth | 10.0% |

2 EVALUATING Management

Ulta Beauty

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Last 5 Year Avg.
Pre-tax Profit on Sales	5.4%	8.1%	11.0%	12.6%	12.3%	12.7%	12.9%	13.5%	13.4%	12.8%	13.1%
% Earned on Equity	14.2%	17.4%	20.2%	24.2%	21.8%	21.5%	23.0%	27.9%	33.8%	35.4%	28.3%
% Debt To Capital	0.0%	0.0%	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 231.42 (09/10/19)

HIGH THIS YEAR 368.83

LOW THIS YEAR 224.43

	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
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
2017	314.9	188.0	8.96	35.1	21.0	0.00	0.0	0.0
2018	322.5	191.7	10.94	29.5	17.5	0.00	0.0	0.0
AVERAGE		145.9		34.2	20.4		0.0	
CURRENT/TTM			11.79			0.00	0.0	
AVERAGE PRICE EARNINGS RATIO: 27.3				CURRENT PRICE EARNINGS RATIO: 19.6				

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 25.0 X Estimate High Earnings/Share 18.99 = Forecasted High Price \$ 474.7

B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 17.5 X Estimate Low Earnings/Share 10.94 = Forecasted Low Price \$ 191.5

(b) Avg. Low Price of Last 5 Years 145.9

(c) Recent Market Low Price 188.0

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

Selected Forecasted Low Price \$ 191.4

C ZONING using 25%-50%-25%

Forecasted High Price 474.7 Minus Forecasted Low Price 191.4 = 283.3 Range. 25% of Range 70.8

Buy Zone 191.4 to 262.2

Hold Zone 262.2 to 403.9

Sell Zone 403.9 to 474.7

Present Market Price of 231.42 is in the **BUY** Zone

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

$\frac{\text{High Price} - \text{Present Price}}{\text{Present Price} - \text{Low Price}} = \frac{474.7 - 231.42}{231.42 - 191.4} = \frac{243.28}{40.02} = 6.1$ To 1

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

$\frac{\text{High Price} - \text{Closing Price}}{\text{Closing Price}} = \frac{474.7 - 231.42}{231.42} = 2.0512$ X 100 = 205.12 - 100 = 105.1 % 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 $\frac{\text{Indicated Annual Dividend}}{\text{Closing Price}} = \frac{0.00}{231.42} = 0.0000 = 0.0\%$ Current Yield

B AVERAGE YIELD - USING FORECAST HIGH P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast High PE}} = \frac{0.0\%}{25.00} = 0.0\%$

AVERAGE YIELD - USING FORECAST AVERAGE P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast Average PE}} = \frac{0.0\%}{21.25} = 0.0\%$

C COMPOUND ANNUAL RETURN - USING FORECAST HIGH P/E

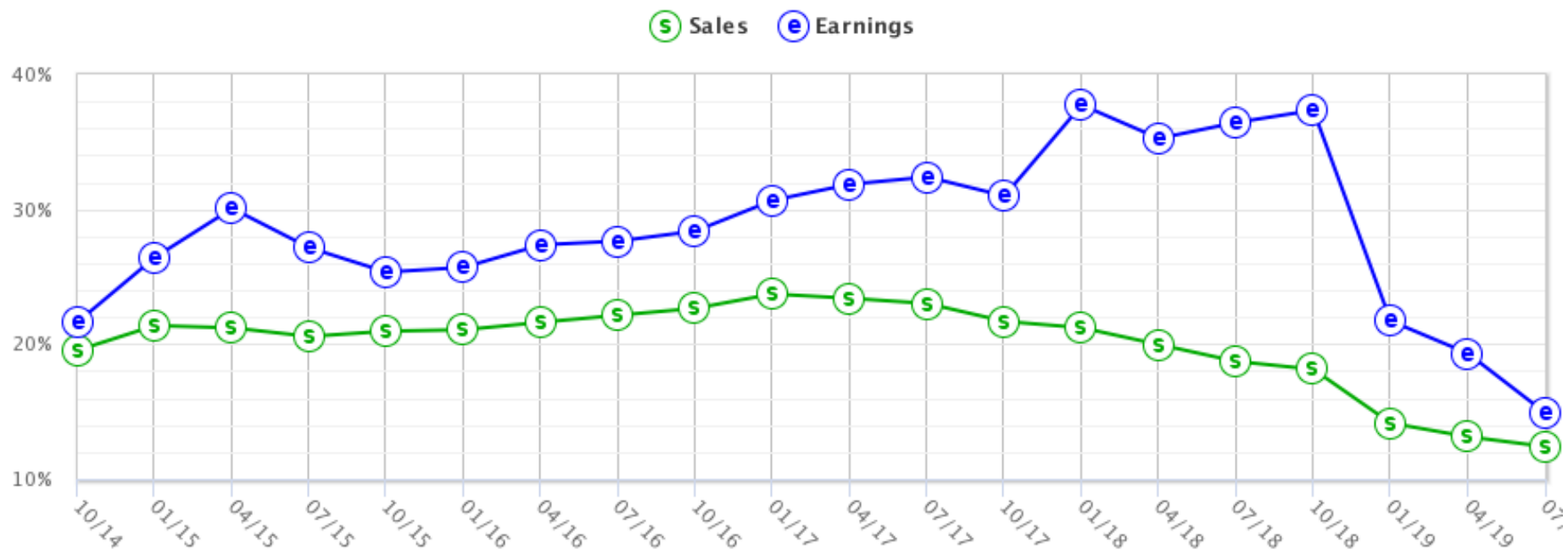
Annualized Appreciation 15.5 %
Average Yield 0.0 %
Annualized Rate of Return 15.5 %

COMPOUND ANNUAL RETURN - USING FORECAST AVG P/E

Annualized Appreciation 11.8 %
Average Yield 0.0 %
Annualized Rate of Return 11.8 %

Quarterly Growth Trend Data

Graph: Trailing 4 Quarters, Last 5 Years of Data



Period	Quarterly Data								Last 12 Months Data								
	EPS		Pre-Tax Profit			Sales		Income Tax Rate	EPS	Pre-Tax Profit		Sales	Income Tax		%Change		
	\$	%Change	\$ Mil	%Sales	%Change	\$ Mil	%Change		\$	\$ Mil	%Sales	\$ Mil	%Rate	EPS	Pre-Tax Profit	Sales	
07/19	2.76	12.2	209.7	12.6	7.6	1,666.6	12.0	23.1	11.79	902.3	12.7	7,094.4	202.9	22.5	14.9	9.5	12.4
04/19	3.26	20.7	239.6	13.7	13.5	1,743.0	12.9	19.8	11.49	887.6	12.8	6,916.0	201.4	22.7	19.3	9.7	13.1
01/19	3.59	5.6	282.5	13.3	10.9	2,124.7	9.7	24.0	10.93	859.1	12.8	6,716.6	200.1	23.3	21.7	9.2	14.1
10/18	2.18	28.2	170.5	10.9	4.6	1,560.0	16.2	23.1	10.74	831.4	12.7	6,529.5	181.8	21.9	37.3	9.9	18.1
07/18	2.46	34.4	195.0	13.1	8.1	1,488.2	15.4	23.9	10.26	823.9	13.1	6,311.7	206.3	25.0	36.4	12.4	18.7
04/18	2.70	31.7	211.2	13.7	11.9	1,543.7	17.4	22.2	9.63	809.3	13.2	6,113.3	228.4	28.2	35.3	16.1	20.0
01/18	3.40	51.8	254.8	13.1	13.6	1,937.6	22.6	18.3	8.98	786.9	13.4	5,884.5	241.6	30.7	37.7	20.0	21.2
10/17	1.70	21.4	163.0	12.1	16.5	1,342.2	18.6	35.8	7.82	756.4	13.7	5,527.5	268.6	35.5	31.0	25.8	21.7
07/17	1.83	28.0	180.4	14.0	25.2	1,289.9	20.6	36.7	7.52	733.3	13.8	5,316.5	263.3	35.9	32.4	28.1	23.0
04/17	2.05	41.4	188.7	14.4	28.0	1,314.9	22.5	32.1	7.12	697.0	13.7	5,095.9	251.7	36.1	31.9	27.4	23.4

Quarterly Growth Trend Data

Graph: Trailing 4 Quarters, Last 5 Years of Data

Quarterly Data									Last 12 Months Data								
Period	EPS		Pre-Tax Profit			Sales		Income Tax Rate	EPS	Pre-Tax Profit		Sales	Income Tax		%Change		
	\$	%Change	\$ Mil	%Sales	%Change	\$ Mil	%Change			\$	\$ Mil		%Sales	\$ Mil	%Rate	EPS	Pre-Tax Profit
01/17	2.24	32.5	224.3	14.2	32.2	1,580.6	24.6	37.5	6.52	655.7	13.5	4,854.7	245.9	37.5	30.7	29.2	23.7
10/16	1.40	26.1	139.9	12.4	26.0	1,131.2	24.2	37.4	5.97	601.1	13.2	4,542.5	223.9	37.3	28.4	26.5	22.7
07/16	1.43	24.3	144.0	13.5	21.3	1,069.2	21.9	37.5	5.68	572.3	13.2	4,321.9	211.2	36.9	27.6	24.8	22.1
04/16	1.45	39.4	147.5	13.7	36.7	1,073.7	23.7	37.6	5.40	547.0	13.2	4,129.7	201.9	36.9	27.4	24.9	21.6
01/16	1.69	25.2	169.8	13.4	23.3	1,268.3	21.1	36.5	4.99	507.4	12.9	3,924.1	187.7	37.0	25.7	23.4	21.1
10/15	1.11	22.0	111.1	12.2	17.7	910.7	22.1	36.0	4.65	475.4	12.8	3,703.5	176.0	37.0	25.3	22.6	21.0
07/15	1.15	22.3	118.7	13.5	20.9	877.0	19.4	37.5	4.45	458.7	13.0	3,538.5	171.4	37.4	27.1	25.2	20.6
04/15	1.04	35.1	107.9	12.4	33.1	868.1	21.6	38.0	4.24	438.1	12.9	3,395.7	164.3	37.5	30.1	28.5	21.2
01/15	1.35	23.9	137.7	13.1	20.6	1,047.6	20.7	36.6	3.97	411.3	12.7	3,241.4	154.7	37.6	26.4	25.5	21.4
10/14	0.91	30.0	94.3	12.7	29.4	745.7	20.5	37.3	3.71	387.8	12.7	3,061.8	147.3	38.0	21.6	22.2	19.5
07/14	0.94	34.3	98.2	13.4	34.7	734.2	22.2	38.1	3.50	366.4	12.5	2,934.9	139.5	38.1	19.0	19.9	19.9
04/14	0.77	18.5	81.1	11.4	19.7	713.8	22.5	38.4	3.26	341.1	12.2	2,801.6	130.1	38.1	17.3	17.6	20.3
01/14	1.09	9.0	114.2	13.2	10.1	868.1	14.4	38.1	3.14	327.7	12.3	2,670.6	124.9	38.1	17.6	17.1	20.3
10/13	0.70	18.6	72.9	11.8	19.0	618.8	22.4	37.7	3.05	317.2	12.4	2,561.3	120.6	38.0	27.1	27.3	25.3
07/13	0.70	29.6	72.9	12.1	27.1	601.0	24.8	38.4	2.94	305.6	12.5	2,448.2	116.2	38.0	31.8	31.7	25.5
04/13	0.65	20.4	67.7	11.6	17.9	582.7	22.9	38.2	2.78	290.1	12.5	2,328.9	110.8	38.2	34.3	35.5	24.9
01/13	1.00	37.0	103.7	13.7	41.8	758.8	30.3	37.8	2.67	279.8	12.6	2,220.3	107.6	38.4	40.5	43.0	25.0
10/12	0.59	40.5	61.3	12.1	39.1	505.6	22.4	37.7	2.40	249.2	12.2	2,043.9	95.1	38.2	44.6	45.5	22.6
07/12	0.54	42.1	57.4	11.9	45.2	481.7	22.1	39.0	2.23	232.0	11.9	1,951.4	89.4	38.6	51.7	53.4	22.5
04/12	0.54	45.9	57.4	12.1	47.7	474.1	22.8	39.3	2.07	214.1	11.5	1,864.2	82.8	38.7	58.0	60.0	22.6
01/12	0.73	49.0	73.2	12.6	49.8	582.5	23.0	36.7	1.90	195.6	11.0	1,776.2	76.1	38.9	62.4	65.6	22.1
10/11	0.42	82.6	44.1	10.7	83.2	413.1	21.8	39.2	1.66	171.3	10.3	1,667.3	67.3	39.3	62.7	66.1	21.0
07/11	0.38	72.7	39.5	10.0	79.3	394.6	22.6	39.5	1.47	151.3	9.5	1,593.4	60.1	39.7	58.1	62.1	20.5
04/11	0.37	60.9	38.9	10.1	67.5	386.0	20.6	40.1	1.31	133.8	8.8	1,520.6	53.6	40.0	61.7	65.4	19.3
01/11	0.49	44.1	48.8	10.3	44.3	473.7	19.5	38.3	1.17	118.1	8.1	1,454.8	47.6	40.3	77.3	79.1	19.0
10/10	0.23	64.3	24.0	7.1	68.8	339.2	19.4	40.9	1.02	103.1	7.5	1,377.5	42.0	40.8			
07/10	0.22	120.0	22.0	6.8	129.8	321.8	17.6	40.7	0.93	93.3	7.1	1,322.4	38.0	40.7			
04/10	0.23	187.5	23.2	7.2	180.3	320.2	19.1	41.2	0.81	80.9	6.3	1,274.1	32.8	40.5			
01/10	0.34		33.8	8.5		396.4		40.2									
10/09	0.14		14.3	5.0		284.0		40.6									
07/09	0.10		9.6	3.5		273.5		40.1									
04/09	0.08		8.3	3.1		268.8		40.6									