

SIGNET JEWELERS

Site: SignetJewelers.com
 HQ: Akron, OH
 NYSE: SIG



Our Purpose of **Inspiring Love** is based on a fundamental belief we hold dear: the more love there is in the world, the better the world is for all of us.



WHO WE ARE

Signet Jewelers is the world's largest retailer of diamond jewelry. Signet operates approximately 2,800 store locations in the U.S., U.K. and Canada.

As a purpose-driven and sustainability-focused company, Signet is a proud participant in the United Nations Global Compact and adheres to its principles-based approach to responsible business. Signet is a Great Place to Work-Certified™ company and has been named to the Bloomberg Gender-Equality Index for four consecutive years.

Signet's annual sales of \$7.8 billion derive from the retailing of jewelry, watches and associated services.

Our Mission – To enable all people to Celebrate Life and Express Love



OUR BANNERS

KAY JEWELERS

KAY plays an emotional part in love stories for all. Trusted for more than 100 years, KAY is the leading jewelry store in the U.S.
kay.com

ZALES THE DIAMOND STORE®

Zales is one of the largest jewelry brands in the U.S., offering bold statement pieces and exquisite diamond looks for those looking to express how they feel.
zales.com

JARED®

As a leading off-mall jewelry destination for millions, Jared believes in accessible luxury and spectacular expressions of love.
jared.com

Banter BY PIERCING PAGODA

Banter by Piercing Pagoda has been a pioneer in the piercing world for over 60 years, providing fine jewelry and empowering self-expression.
banter.com



DIAMONDS DIRECT

Diamonds Direct offers an unparalleled diamond shopping experience, providing a younger audience with quality, selection and top-tier customer service.
diamondsdirect.com

H.SAMUEL

Founded 150 years ago by a savvy female entrepreneur, H.Samuel is a leading U.K. jewelry banner, helping customers say it better, with on trend products and with their style and budget in mind.
hsamuel.co.uk

ERNEST JONES

Ernest Jones brings a curated selection of luxury swiss watches and diamond jewellery – sparking inspiration for discerning customers across the UK.
ernestjones.co.uk

PEOPLES CANADA'S #1 DIAMOND STORE

Peoples is Canada's largest jewelry retailer, providing accessible jewelry and a comfortable shopping experience for every occasion and customer.
peoplesjewellers.com

JAMES ALLEN®

James Allen is a diamond bridal jewelry banner with a technology soul. James Allen specializes in millennial-inspired shopping experiences.
jamesallen.com

ROCKSBOX

As the leading jewelry rental subscription service, Rocksbox invites members to rent and swap exclusive and designer jewelry styles using its intuitive online platform.
rocksbox.com

CITIZENSHIP AND SUSTAINABILITY

We are proud of our more than two-decade commitment to corporate citizenship and responsible sourcing. Our 2030 Corporate Sustainability Goals guide our way forward, aligning our efforts with the UN Sustainable Development Goals. We are also committed to achieving longer term goals related to our impact on the planet, such as our goal of net-zero greenhouse gas emissions by 2050.

As a participant in the UN Global Compact, Signet and our banners affirm our long-standing commitment to responsible, ethical business practices and uphold the Ten Principles of the UN Global Compact on human rights, labor, environment and anti-corruption.

Through the Signet Love Inspires Foundation, we support organizations working to create a more equitable and sustainable world, focused on helping underserved women and children.



Signet is the only jewelry retailer included in this index.



RESPONSIBLE JEWELLERY COUNCIL

INSPIRING BRILLIANCE STRATEGY

Our Inspiring Brilliance strategy is driven by our Purpose of Inspiring Love and focused on sustainable, industry-leading growth. We plan to leverage core strengths to establish Signet as the growth and innovation leader in the jewelry industry.



CONSUMER INSPIRED

Attracting new customers with consumer-inspired insight and innovation



CONNECTED COMMERCE

Winning with customers wherever, whenever and however they want to engage



CULTURE OF INNOVATION AND AGILITY

Unleashing the full potential of a diverse organization inspired by purpose to innovate and lead.

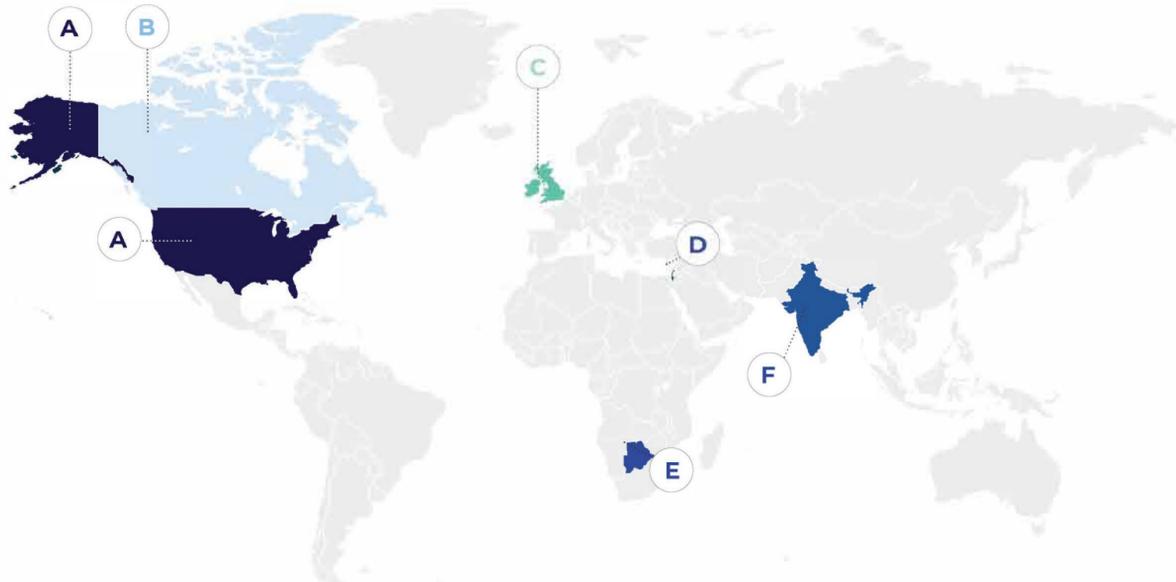
SIGNET IS WELL-POSITIONED TO LEAD GROWTH OF THE MID-MARKET BY FOCUSING ON FOUR KEY GROWTH STRATEGIES:

- Win with our "big businesses"
- Expand accessible luxury and value
- Accelerate our services offering
- Lead digital commerce

GLOBAL PRESENCE

21,700 Team Members

Full-time equivalent persons employed in FY21



A 2,380 US STORES*

B 100 CANADA STORES*

C 350 U.K. AND REPUBLIC OF IRELAND STORES*

D ISRAEL Technology Center

E BOTSWANA Diamond Polishing Plant

F INDIA Diamond Liaison Office

*As of FY21 year-end