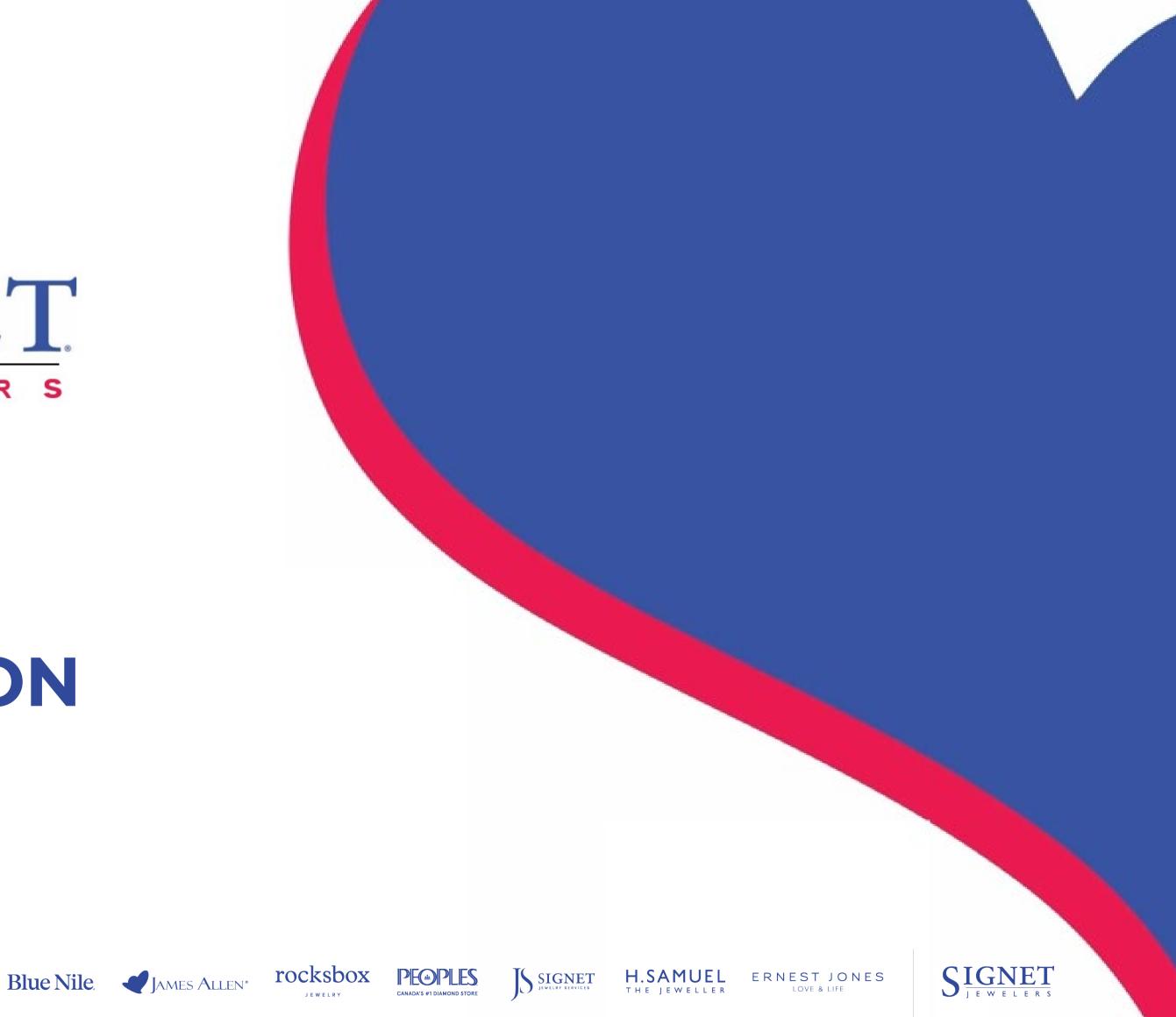


AUGUST 2023 INVESTOR PRESENTATION















SAFE HARBOR STATEMENT

This presentation contains certain forward-looking statements. Any statements that are not historical facts are subject to a number of risks and uncertainties, and actual results may differ materially. We urge you to read the risk factors, cautionary language, and other disclosure in the appendix of this presentation, our annual report on Form 10-K, quarterly reports on Form 10-Q and current reports on Form 8-K. Except as required by law, we undertake no obligation to revise or publicly update forward-looking statements in light of new information or future events.

During the presentation, we will discuss certain non-GAAP financial measures. For further discussion of the non-GAAP financial measures, as well as reconciliations of the non-GAAP financial measures to the most directly comparable GAAP measures, investors should review the appendix of this presentation, as well as our most recent earnings release available online at www.signetjewelers.com/investors.



















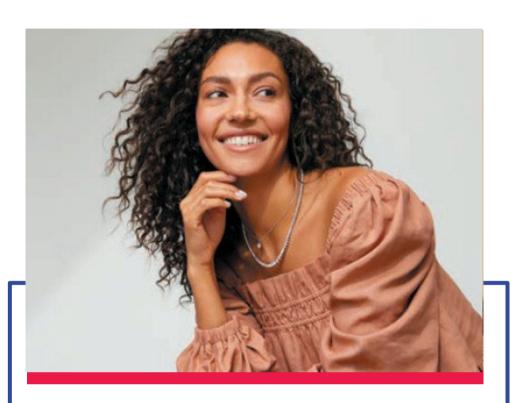






A TRANSFORMED SIGNET PRESENTS A STRONG INVESTMENT THESIS

Growth Potential with Unique Scale in the Attractive Jewelry Category



A Transformed Company

Differentiated banners
Retail footprint optimization
Flexible operating model
Stronger financial
performance

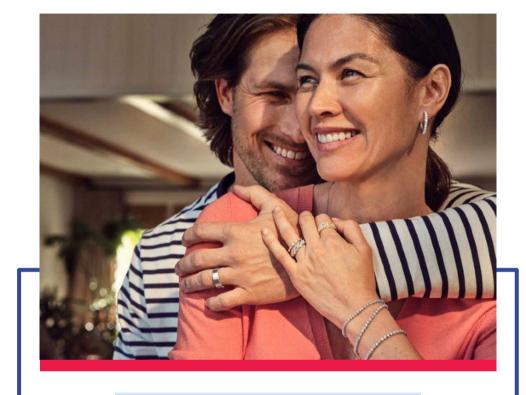


Unique Advantage Through Scale

One of only four retail sightholders with DeBeers

Connected commerce provides personalized shopping journey

3x larger than the closest US competitor by revenue



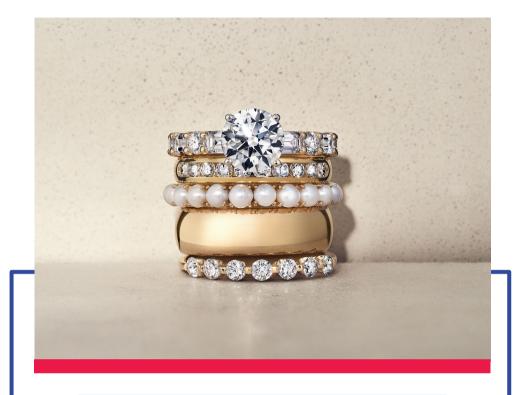
Growth Opportunities

Engagement Recovery

Jewelry Services

Accessible Luxury

Digital and AI capabilities to increase market share



Attractive Category
Within Retail

Jewelry category averaged approximately 2% CAGR from 2000 to 2020¹

Bridal has historically been recession resilient

Highly fragmented industry for consolidation opportunity

1 - Based on industry level data from BEA



















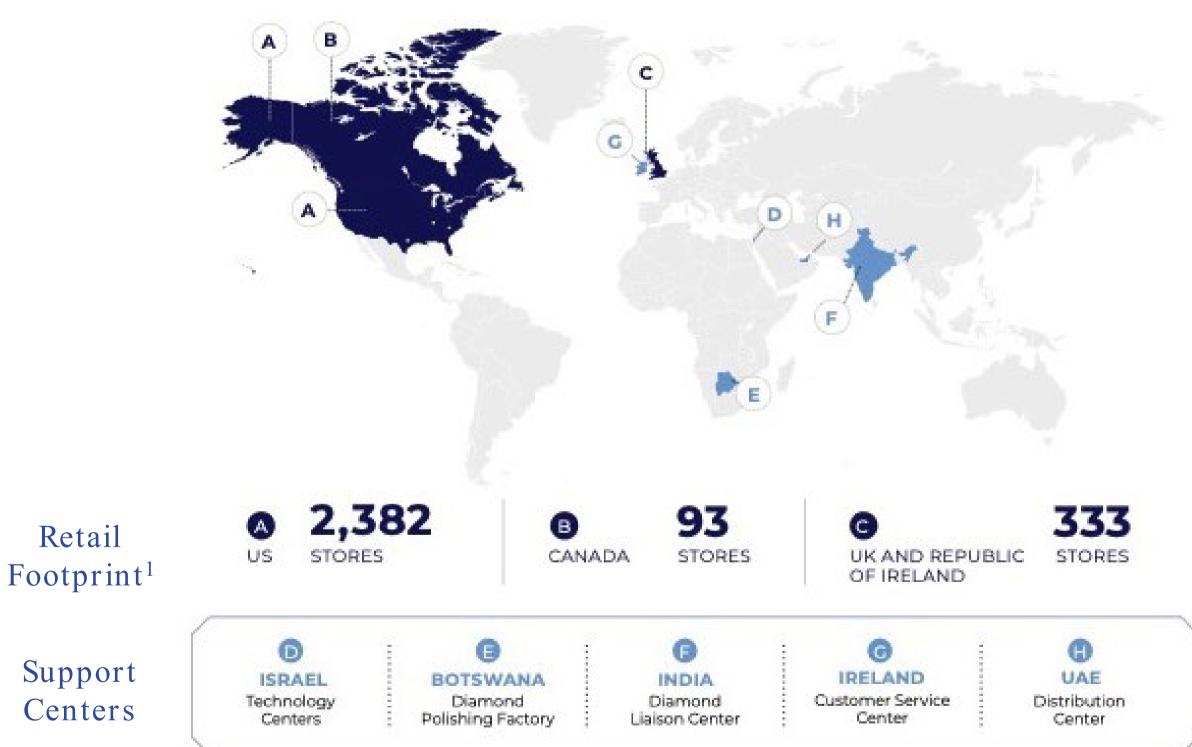








SIGNET IS THE LEADING GLOBAL DIAMOND RETAILER AT 3X THE SIZE OF NEAREST COMPETITOR IN US



- Signet (NYSE: SIG) operates ~2,800 stores across a diversified banner portfolio in North America and the United Kingdom
- Consumer insight and digital led Company
- More than \$7 billion in annual revenue expected in a jewelry market of ~\$77 billion²
- ~10%³ Non-GAAP operating margin driven by flexible operating model and elements of vertical integration
- Nationally recognized as Great Place to WorkTM

Support Centers

2 - Jewelry market reflects the combination of CY22 US estimated market of \$65 billion, Canadian estimated market of C\$5.7 billion and UK estimated market of £6.4 billion translated at 12/30/22 Fx rates

3 - Average of FY22-FY23 actuals and FY24 based on the mid-point of FY24 guidance provided on 8/31/23



























OUR FLEXIBLE OPERATING MODEL GENERATES SHAREHOLDER VALUE

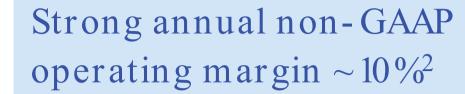
CULTURE

Widening competitive advantages: estimated 3 points share growth in 3 years¹

- Utilize scale to capture sourcing benefits
- Leverage acquisition integration opportunities
- Personalization and digital
- Connected commerce provides unique shopping journey

Balanced capital allocation strategy

- Organic investments to drive market share gains
- Maintain gross leverage ratio less than 2.75x EBITDAR
- Return capital to shareholders through share repurchases and dividends (\$0.9B over the last 3.5 years)



- Drive out costs (>\$700m)
- Transformed operating model including enhanced labor planning
- Retail footprint optimization
- Restructured financing arrangement to remove owned credit risk

Cash generation and liquidity

- Disciplined working capital management
- Free Cash Flow conversion >70%³
- Total liquidity of \$1.9B as of Q2 FY24

^{3 -} Free Cash Flow conversion defined as the (Net Cash Provided by Operating Activities less Purchases of Property, Plant and Equipment) / Non-GAAP Operating Income

























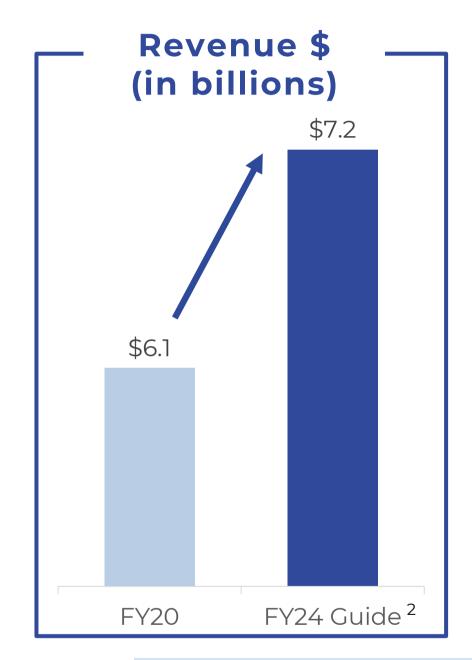


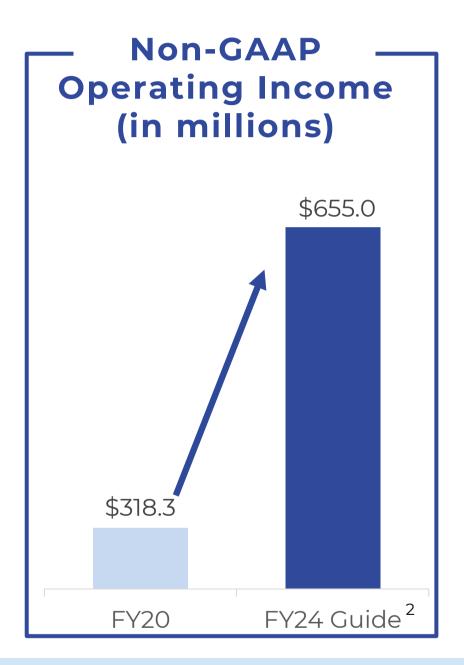
^{1 -} Market share is calculated annually. Based on industry and transaction data from MasterCard and market research company Circana, Signet estimates market share based on the Company's growth rate versus the US jewelry industry

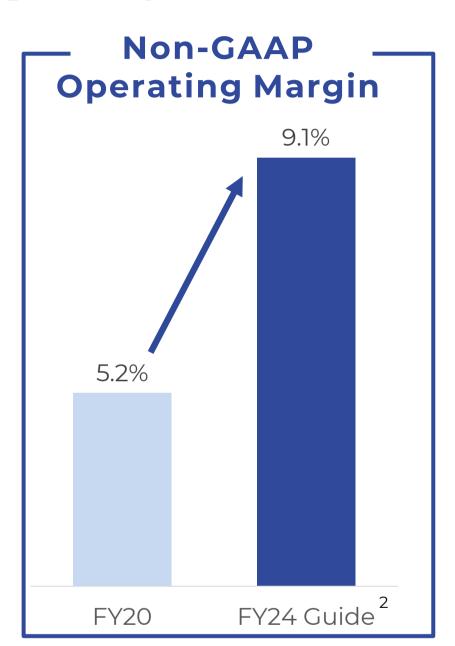
^{2 -} Average of FY22-FY23 actuals and FY24 based on the mid-point of FY24 guidance provided on 8/31/23

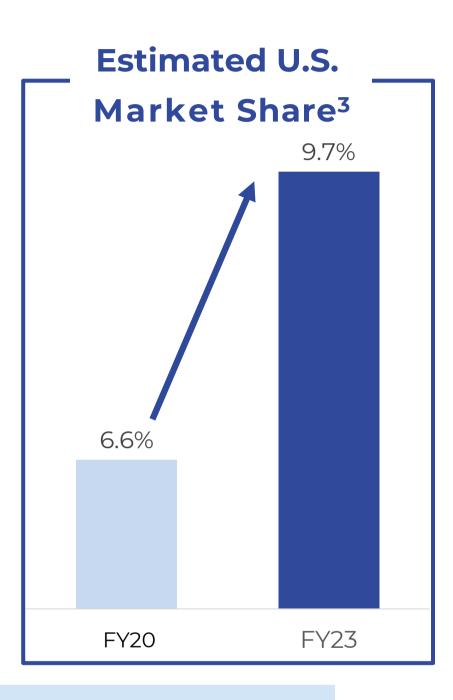
TRANSFORMATION OVER THE LAST 4 YEARS HAS DOUBLED NON-GAAP OPERATING INCOME¹

We Believe We've Created a Flexible and Sustainable Operating Model









Returned more than \$940 million to shareholders through dividends and share repurchases since the start of FY2020, or nearly 30% of current market capitalization while reducing leverage

^{3 -} Market share is calculated annually. Based on industry and transaction data from MasterCard and market research company Circana, Signet estimates market share based on the Company's growth rate versus the US jewelry industry



























^{1 –} Non-GAAP Operating income growth is mostly organic

^{2 -} Reflects mid-point of FY24 guidance as of 8/31/23

OUR STRATEGY HAS BUILT A STRONG BALANCE SHEET

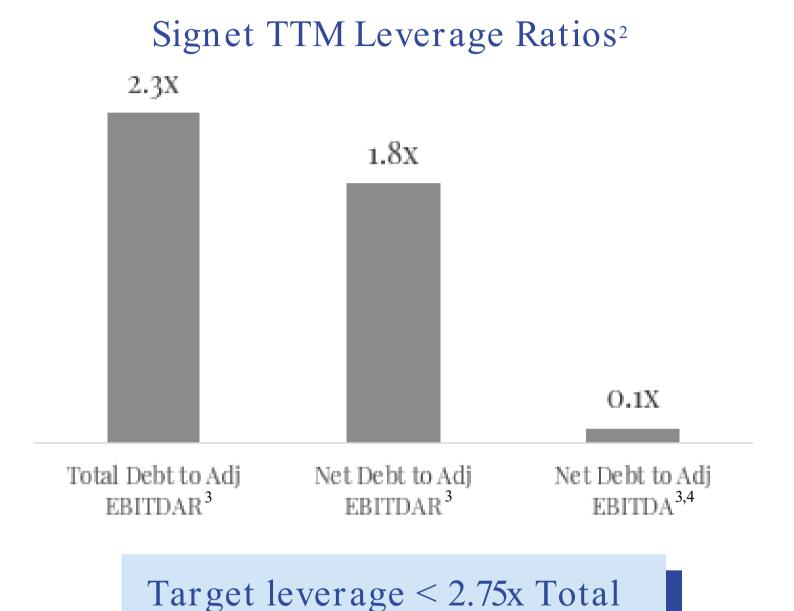
On a Net Debt to Adj. EBITDA basis, Signet's leverage is near flat

Balance Sheet	Amount	Maturity
Unsecured Notes	\$0.15B	Jun CY24
Convertible Preferred ¹	\$0.65B	Nov CY24
5x Annual Rent	\$2.23B	
Total Adjusted Debt	\$3.03B	

Total Liquidity	\$1.89B	
Undrawn Facility	\$1.20B	Jul CY26
Cash & Equivalents	\$0.69B	

All data as of Q2 FY2024

- 1 Converted Preferred shares increase diluted share count by 8.2 million shares
- 2 See Appendix for reconciliation and definition
- 3 The adjusted debt leverage ratios are presented on a trailing twelve-month ("TTM") basis, which uses Adjusted EBITDAR calculated on the prior four fiscal quarters
- 4 Net Debt to Adj EBITDA defined as Long term debt plus convertible preferred shares less cash / adjusted EBITDA as defined in the Non-GAAP reconciliations in the Appendix



Signet's cash floor is \$250 to \$300 million. We have a standing goal to end each year with a balance of approximately \$800 million.

Debt to Adjusted EBITDAR



























SIGNET JEWELERS: **OUR TRANSFORMATION**



























SIGNET HAS FUNDAMENTALLY TRANSFORMED OVER THE LAST 5 YEARS

Old Signet

New Signet

Banners Overlap and Compete with Each Other

Mid-Fine & Primarily Bridal

Traditional Mall Retailer

In-Store Focus and Footprint

On Balance Sheet Consumer Credit Portfolio

Low-to-Mid Single Digit Annual Margins **Differentiated** Banner Value Propositions Aimed at **Unique** Customer Shopping Journeys

Diverse Portfolio Across Semi-Fine, Mid-Tier and Accessible Luxury with **Higher** Fashion Penetration

Reduced Mall Revenue Penetration Led by Focus On eCommerce, Off-Mall and Top-Market Strategy

Digital & Consumer Insight Led Organization
With >20% eCommerce Penetration

Zero Consumer Credit on Balance Sheet With Strong Third-Party Partners

Structural Transformation Established a Flexible Operating Model With Strong Margins



















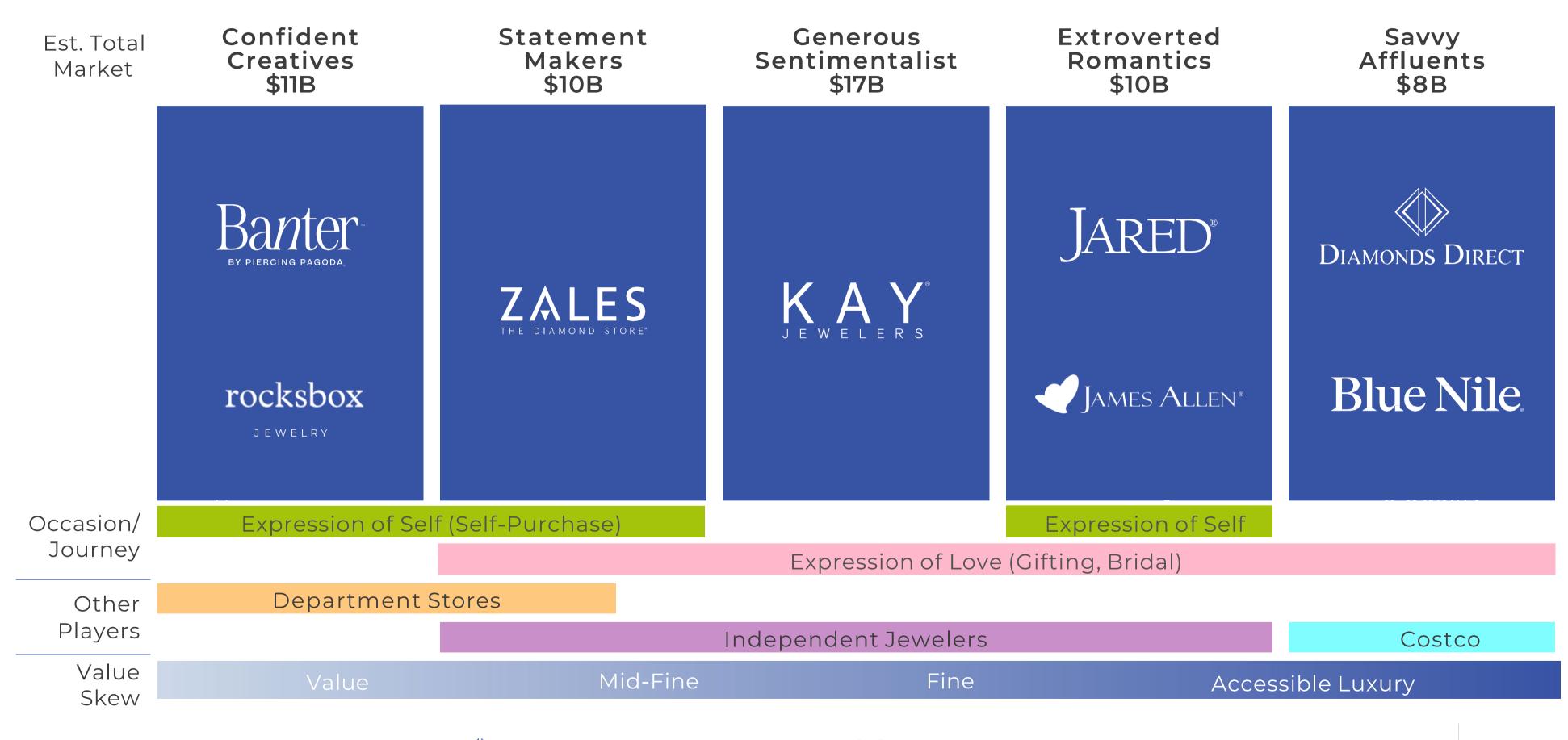








STRATEGIC ALIGNMENT DROVE BANNER DIFFERENTIATION AND WE NOW COVER 80% OF THE JEWELRY CATEGORY

























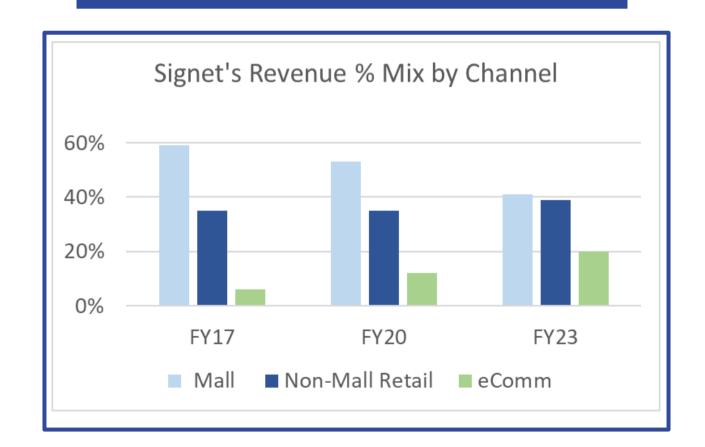




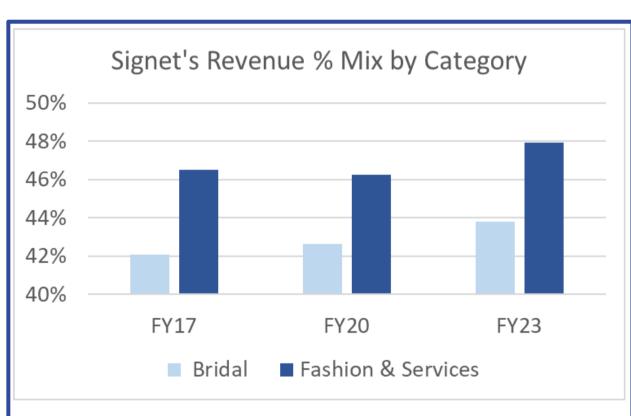
STRATEGIC INVESTMENTS, ACQUISITIONS AND FLEET OPTIMIZATION HAVE CHANGED THE ARCHITECTURE OF OUR BUSINESS

Optimizing our physical and digital footprint has helped drive a ~50% increase to FY17 sales PSF

Digital Investments & Fleet Transformation Have Reduced Mall Penetration ~20 Points



Investments in Fashion Category Increased Penetration



Growth in Accessible Luxury



Transformed Fleet, Scale and Flexible Operating Model Have Driven a Significant Increase In Margins, With Further Opportunities to Improve Margins Ahead























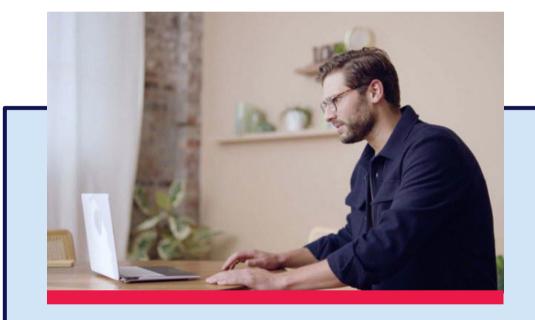


INVESTMENTS IN DIGITAL LEAD OUR RETAIL FOOTPRINT OPTIMIZATION

	FY17	FY20	FY23	6 Year Change
eCommerce Penetration	6%	12%	20%	+1400 bps
Number of Stores	3,682	3,208	2,808	(24%)
Sales Per Square Foot	\$1,255	\$1,334	\$1,864	+49%



~ 2/3 of customers utilize both digital and in store channels in their shopping journey



Digital traffic up 54%, on a comparable basis, in FY24 compared to pre-pandemic levels



25% of online orders
elect to use one of our
flexible fulfillment
options such as ship
from store or buy
online pick-up in store

















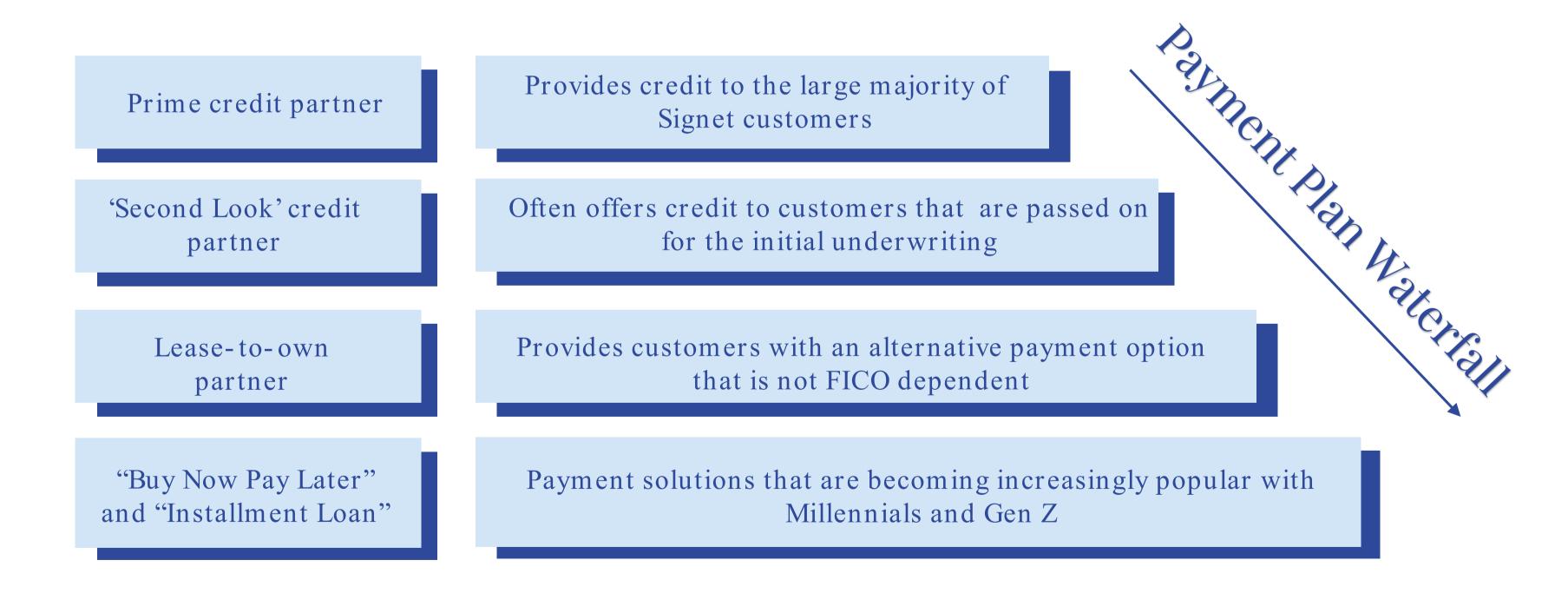






SIGNET HAS SHIFTED FROM ON-BALANCE SHEET CREDIT TO STRONG 3RD PARTY PARTNERSHIPS TO PROVIDE FINANCING OPTIONS FOR CONSUMERS

No consumer credit on balance sheet | Provides guaranteed commitment levels | Reflects historically stable delinquency rates among finance partners





















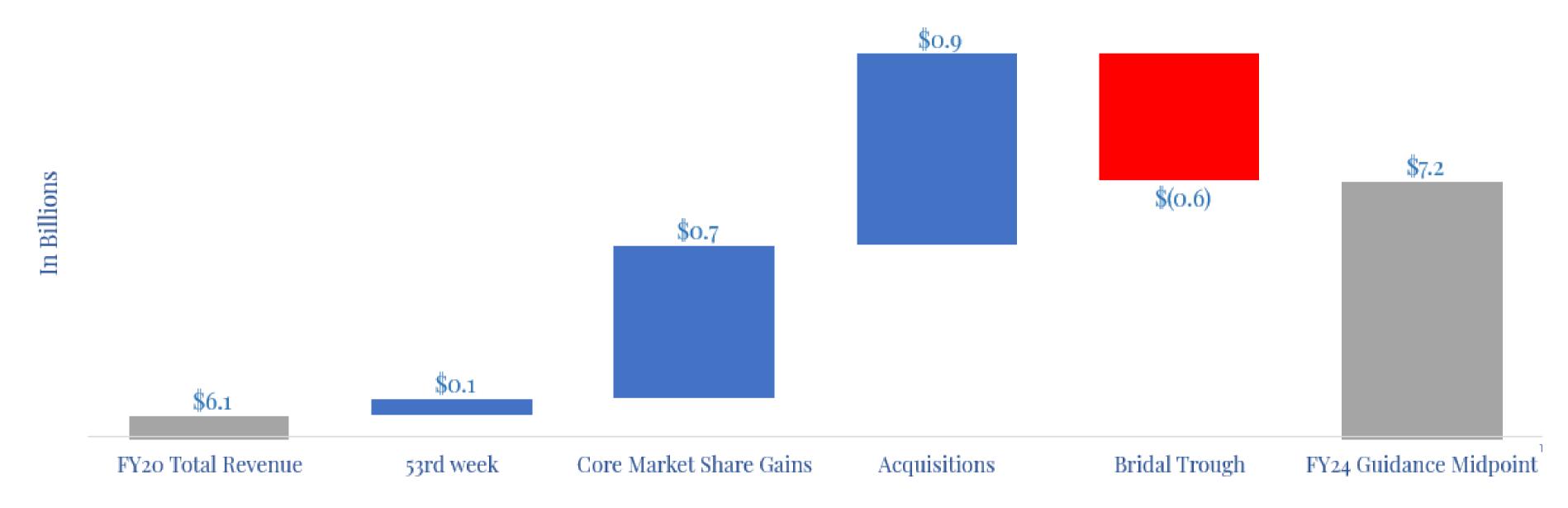






SIG'S FY24 REVENUE GAINS ARE FROM CORE MARKET SHARE GROWTH & ACQUISITIONS, NOT A SUSTAINING COVID IMPACT

FY2024 to Pre-Pandemic Revenue Bridge



Strategic organic investments and acquisitions drove market share growth, partially offset by pandemic reduced engagement activity in FY2024

1 - Reflects mid-point of FY24 guidance, as of 8/31/23





















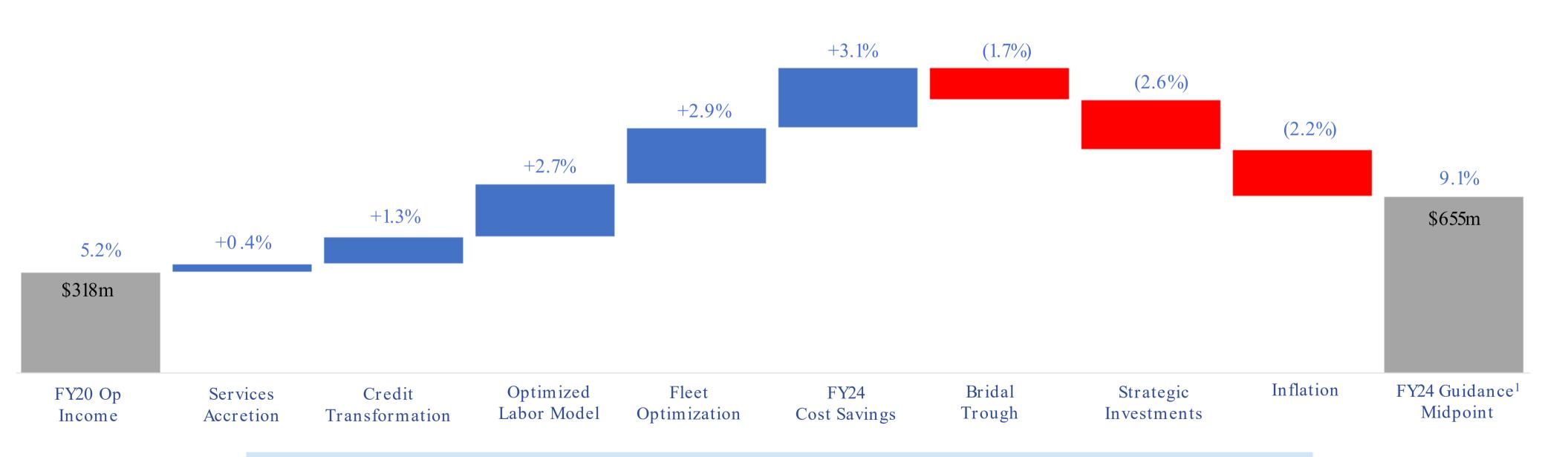




HIGHER MARGINS GENERATED BY INITIATIVES & FLEXIBLE MODEL

More than \$700 million in cost outs over 4 years

FY20 to FY24 Non-GAAP Operating Margin Bridge



We believe strategic investments position Signet to further grow market share

1 - Reflects mid-point of FY24 guidance, as of 8/31/23



















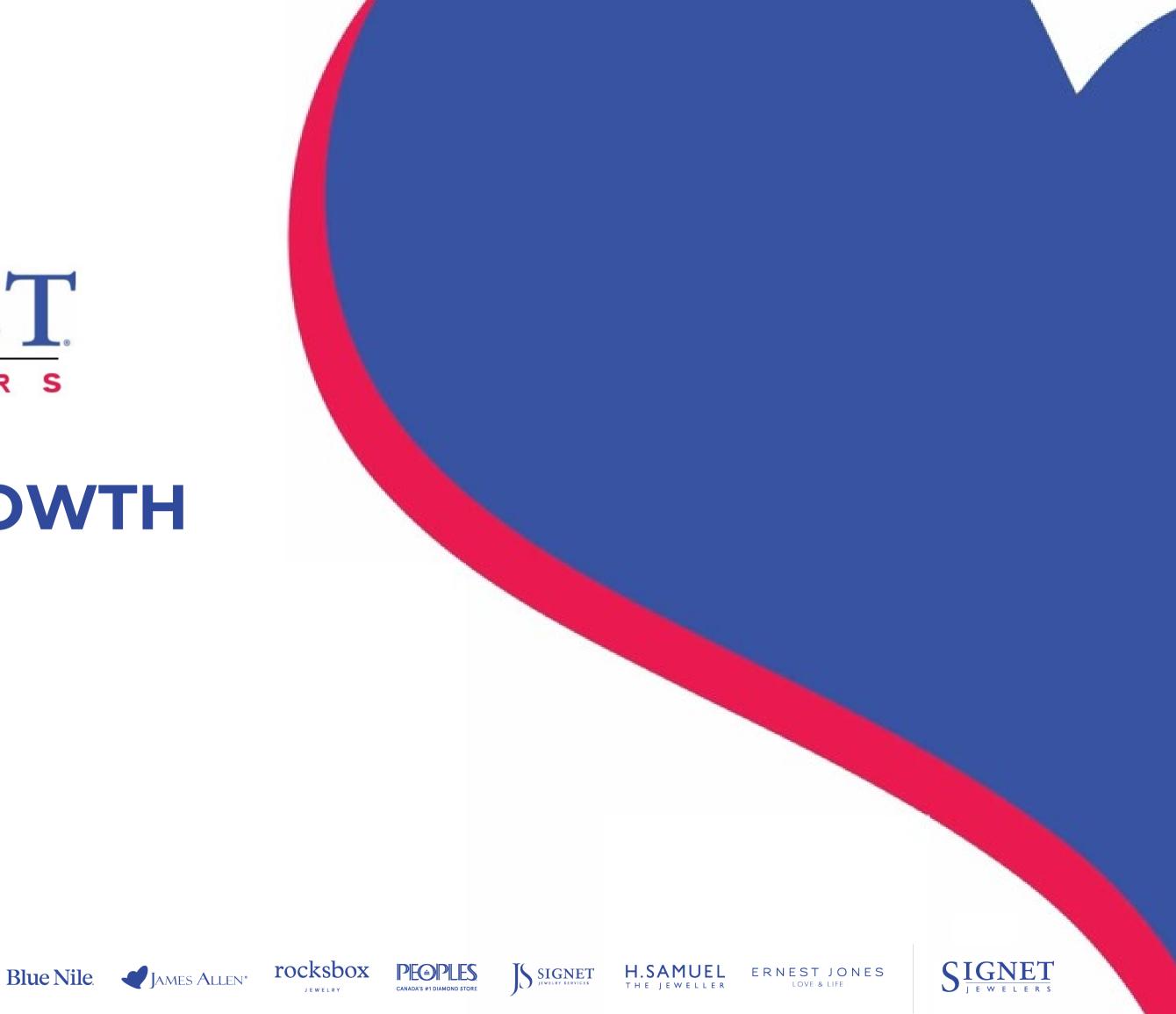








MID-TERM GROWTH STRATEGY











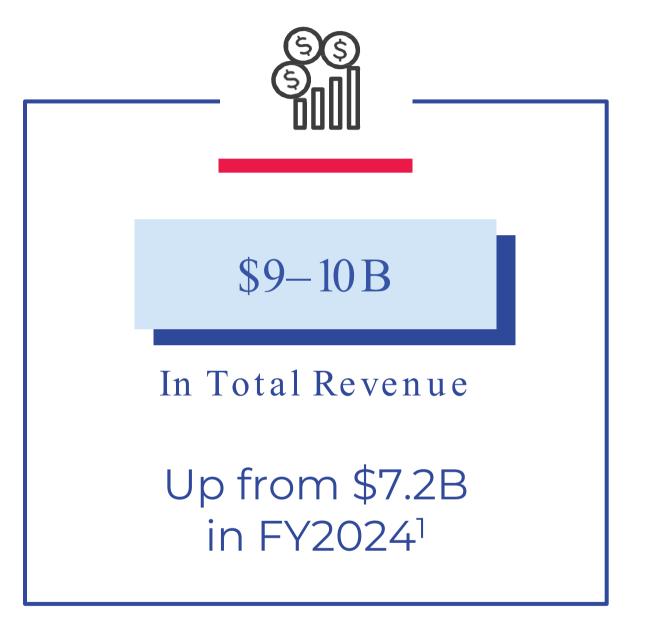




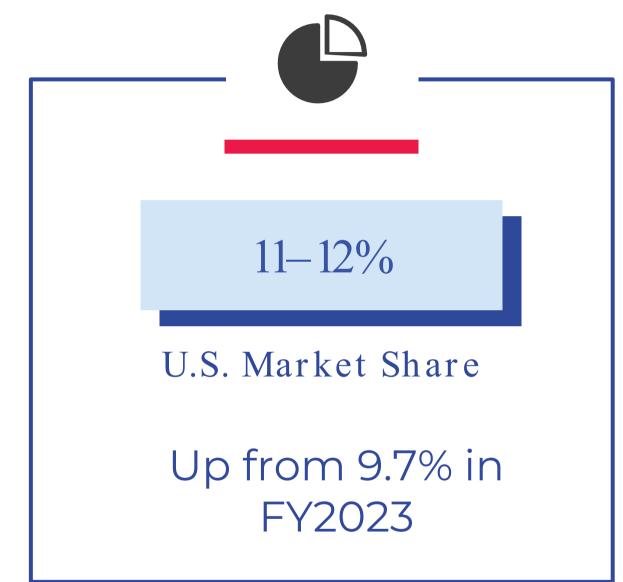


WE BELIEVE OUR STRATEGY PROVIDES A CLEAR PATH TO DELIVER STRONG GROWTH OVER THE NEXT 3-5 YEARS

Signet's Mid-term Goals







\$14 - \$16 Non-GAAP EPS² +42% to 63% vs FY2024¹

^{2 -} Midterm EPS assumes continued dilution from preferred shares, constant share count and 25% statutory tax rate























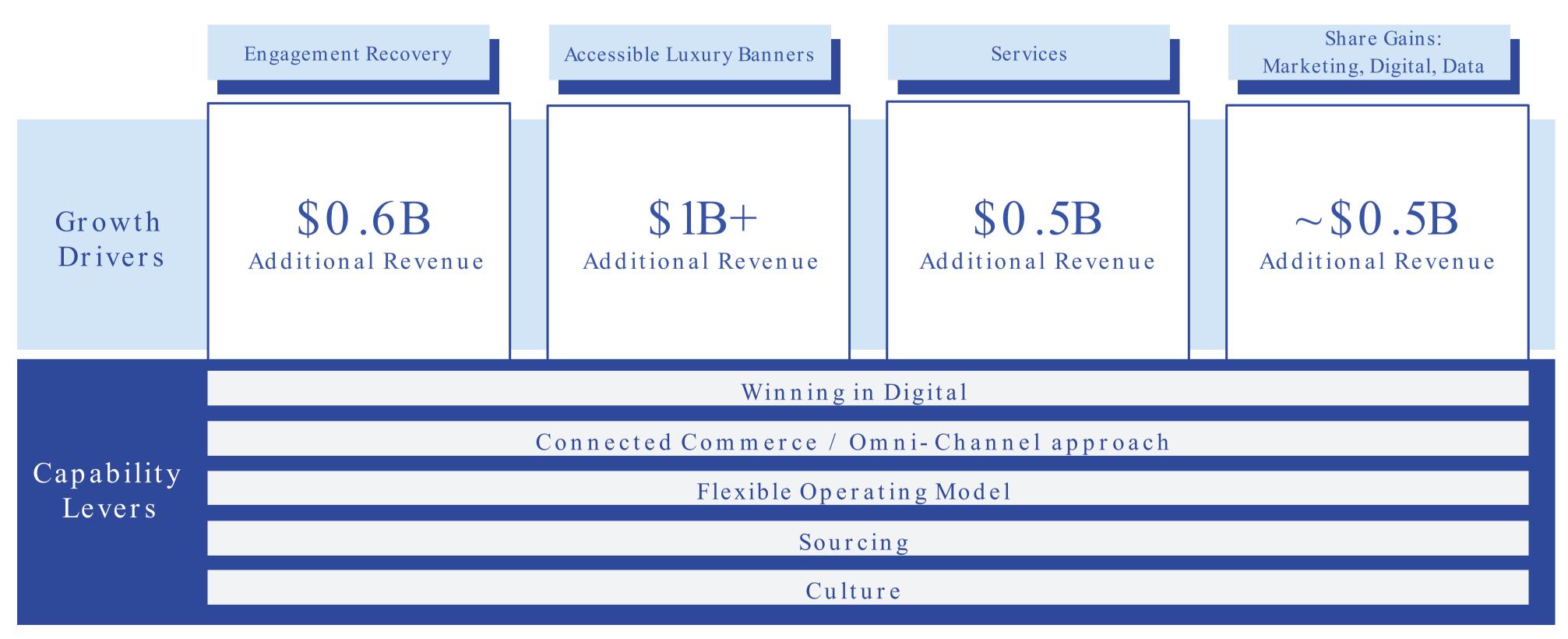




^{1 -} Based on midpoint of FY2024 guidance range as of August 31, 2023

SIGNIFICANT RUNWAY FOR GROWTH DRIVEN BY STRATEGIC INVESTMENTS, ENGAGEMENT RECOVERY

Mid-term Revenue Growth Pillars



Accessible Luxury opportunity includes its share of Bridal and Market Share Gain























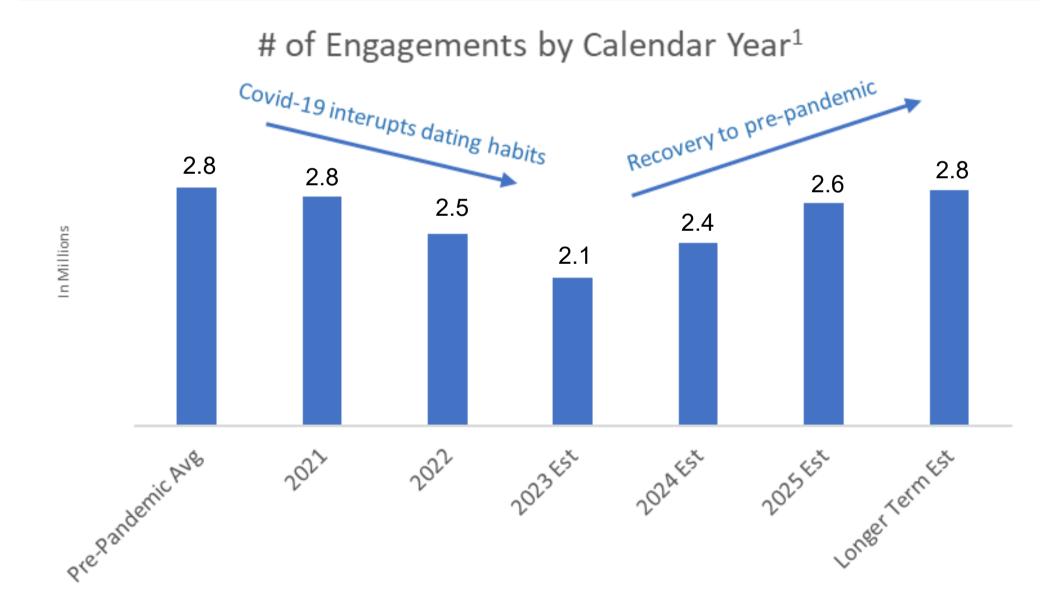


ENGAGEMENT RECOVERY EXPECTED TO BEGIN LATE THIS YEAR, WITH MORE THAN 25% GROWTH THROUGH 2026

Engagement recovery will be driven by multi-cultural couples, reflecting changing demographics

The 45 proprietary engagement milestones that Signet tracks are pointing to a multi-year engagement recovery starting this winter

Signet is well positioned to benefit from engagement recovery and gain market share





Engagements: Derived from number of weddings and company estimates. Past internal primary research provides the historical relationship between engagements and weddings. Lisa W. Miller & Associates provided tracking data showing the impact of COVID on dating which impacts future engagements. Pre-Pandemic average includes CY2014-2020



























ACCESSIBLE LUXURY REPRESENTS AN ATTRACTIVE GROWTH CATEGORY

Executing our Strategy to Grow Accessible Luxury by \$1+ Billion



Doubling Pace of Openings by Expanding to New Markets

End to End 'White Glove' Shopping Experience

Mature Stores Average More than \$15m per Year

Growing by up to \$350M





Leveraging Our Scale & Market Insights

Customization Innovations
Like the Foundry that Provide
Customers with the
Opportunity to Design Pieces
from Scratch

Growing by up to \$500M



Capitalizing on Our Digital Capabilities

Wide-scale Digital Awareness
Innovations Can Be Shared
Across Other Banner
Websites

Growing digital banners to \$1B+ in revenue



























LEANING INTO ACCESSIBLE LUXURY IS IMPROVING AVERAGE TRANSACTION VALUE PRIMARILY BASED ON ASSORTMENT ARCHITECTURE

Higher price point items driven by premium quality metals, fancier cuts and larger carats

N. America ATV

Jared ATV

Diamonds Direct ATV

+40%

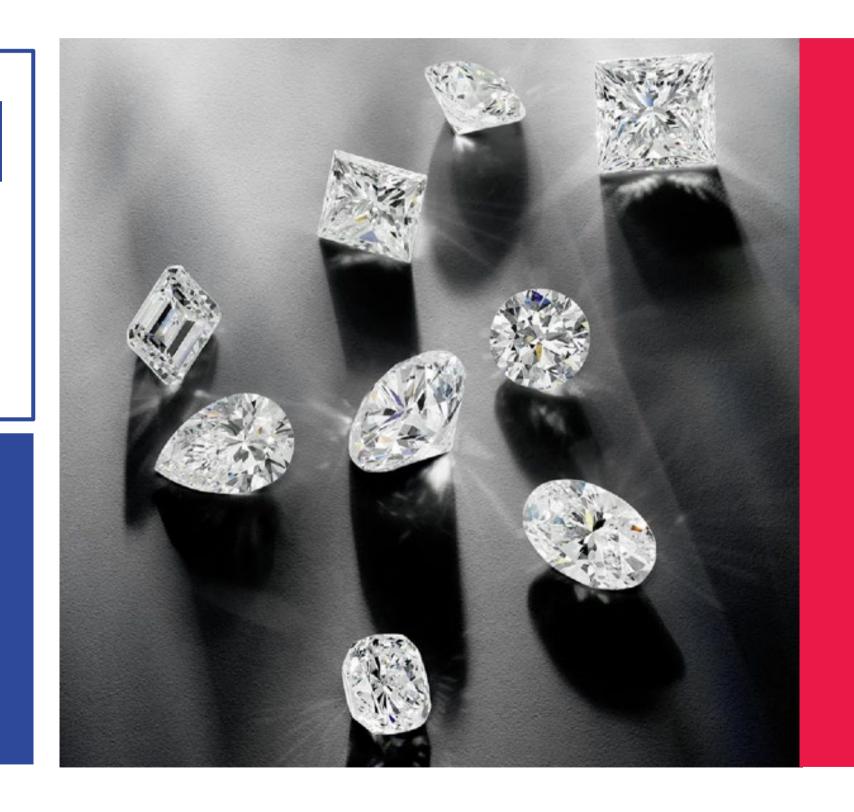
Q2 FY24 to Q2 FY20 +60%

Q2 FY24 to Q2 FY20

>3x

Compared to N. America ATV

- More than 90% of ATV increase in Jared over last 4 years has come from assortment changes and premiumization, with a low single digit impact from taking price
- Positioning Jared as an Accessible Luxury Banner, above Kay and Zales



























ACCELERATING MARGIN ACCRETIVE SERVICES TO DRIVE GROWTH

We believe we can grow Services by \$500 million through continued investment and innovation that our customers desire

> Extended Service Agreements (ESAs)

Care and Repair

Customization

Loyalty



Primary Service Offerings

Increasing attachment rates through visibility & education

Future offerings like foreign repair ESAs



Industry leading turnaround times

Repair tracker provides peace of mind & transparency

B2B opportunity



Engraving services

Online and in-store ring design



~3 million members and growing

Loyalty members have +17%1 higher purchase frequency

Higher spend than non-loyalty customers (+43%)

1 - As of Q2 FY24





















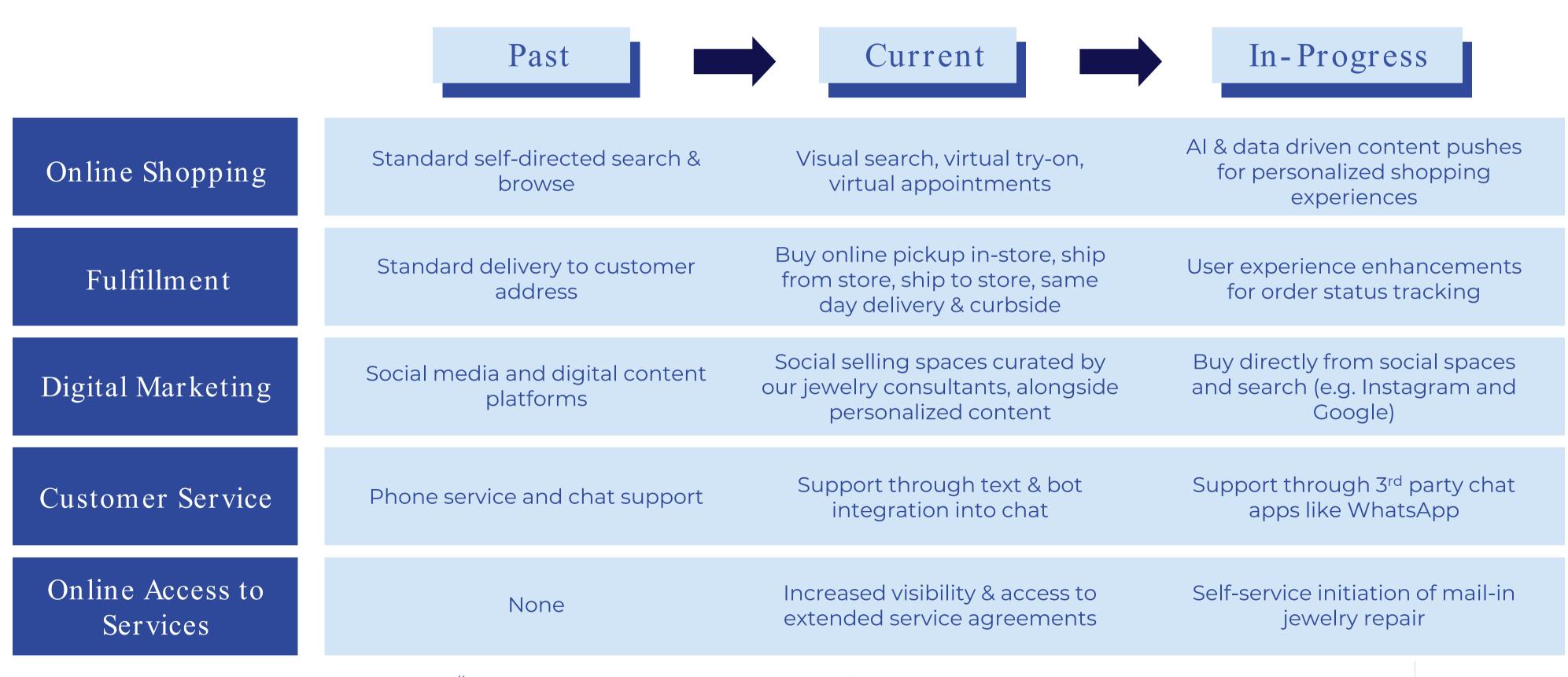






OUR DIGITAL INNOVATION CREATES A UNIQUE CONNECTED COMMERCE EXPERIENCE FOR JEWELRY CUSTOMERS

Leveraging our growing Customer Data Platform and AI capabilities will provide for personalized shopping experiences





















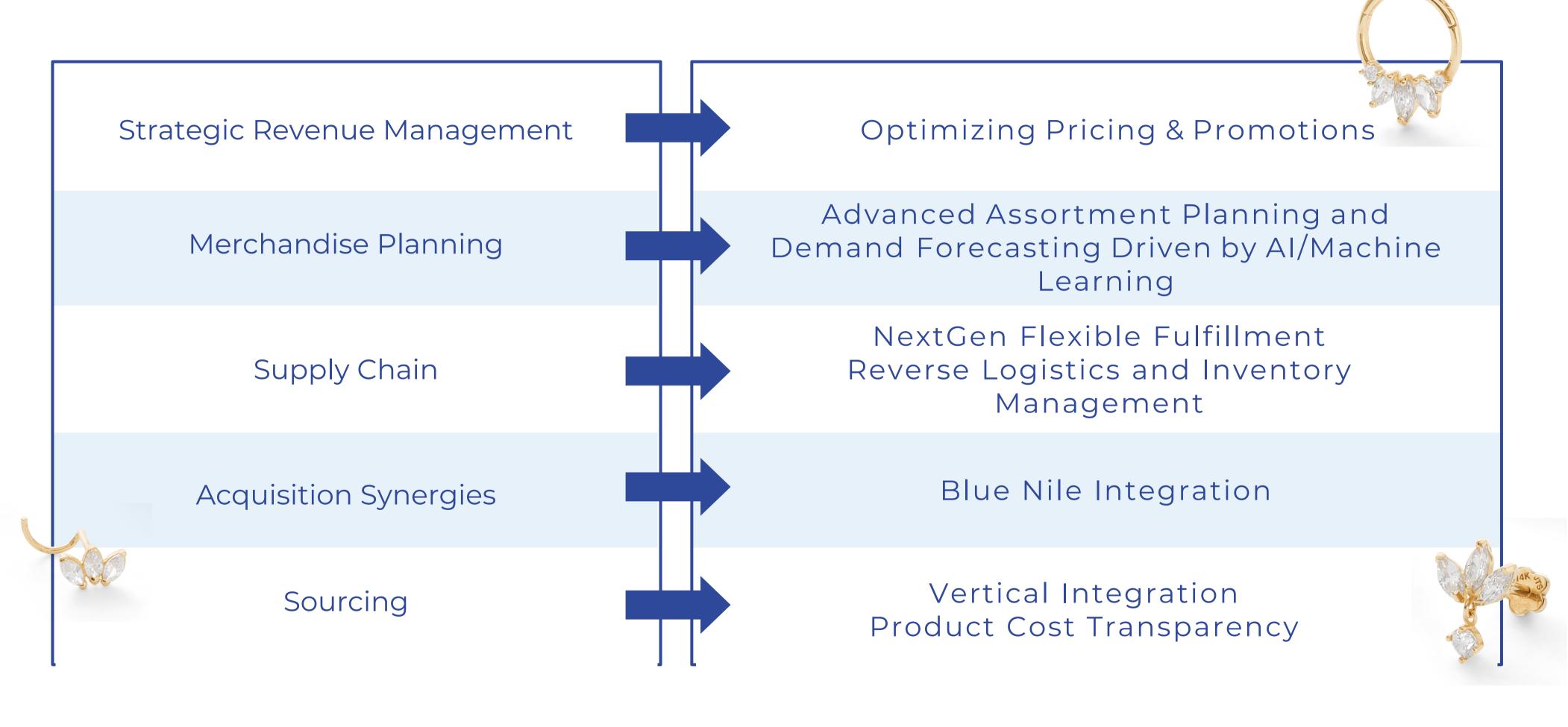








MARGIN EXPANSION INITIATIVES FUEL GROWTH





















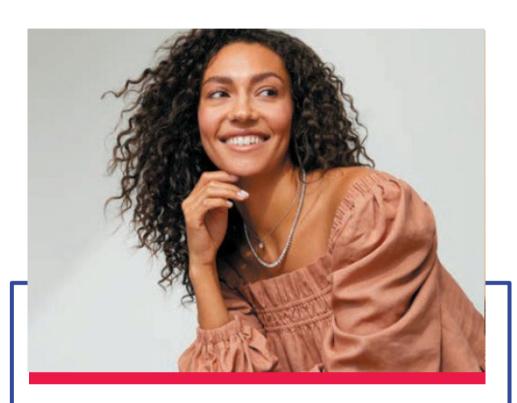






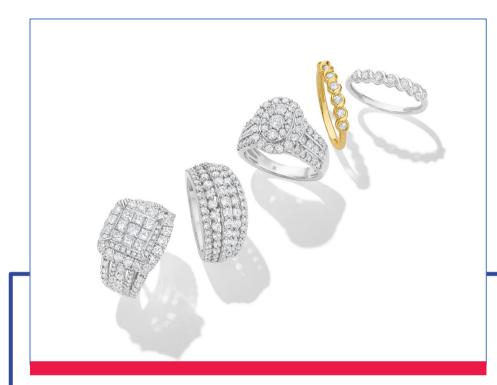
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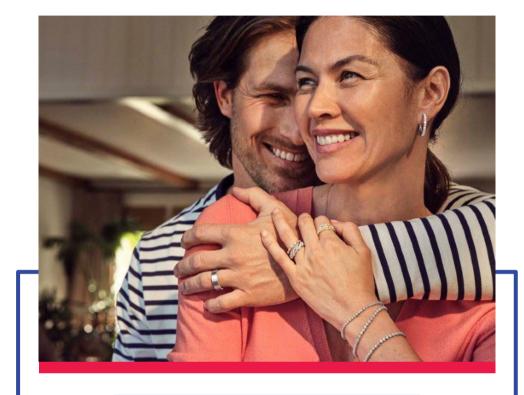


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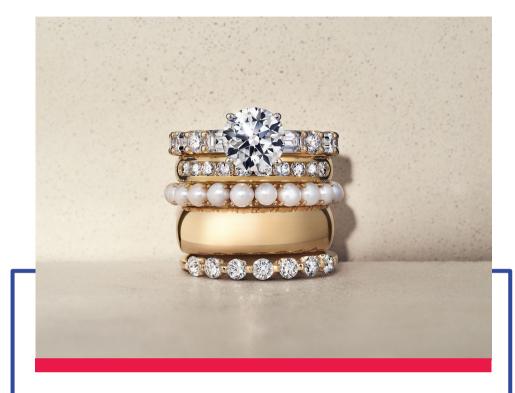
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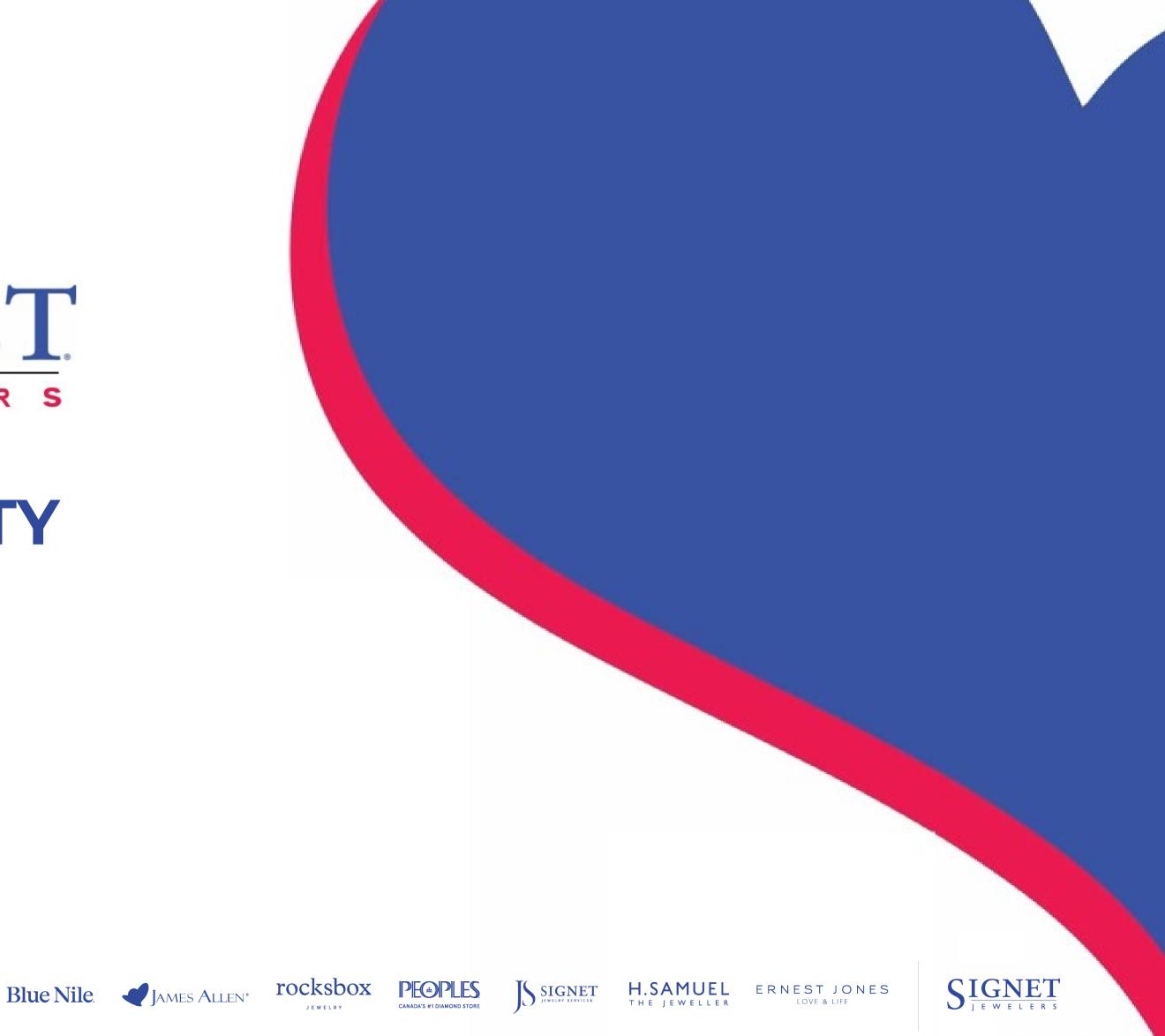








SUSTAINABILITY & CULTURE

















OUR PURPOSE: INSPIRING LOVE

Our Purpose of Inspiring Love is evident in everything we do, from the ways we empower our 29,660¹ diverse team members to all the ways we enable our customers to celebrate their lives and express their love.

And, as a Purpose-driven and sustainability-focused company, Signet is driven to love and protect our planet, pioneering and championing initiatives, advocating throughout our supply chain and using our influence to pave the way for our planet to shine as brilliantly as the gems it creates.

To Inspire Love and be the change we want to see in the world, Signet is focused on fostering equality, innovating new ways to bring our unique jewelry to everyone, and encouraging self-expression. These ideas are deeply entrenched in the values we live every day.



1 – As of Fiscal 2023 year end



























OUR THREE LOVES: OUR SUSTAINABILITY FRAMEWORK

2030 Corporate Sustainability Goals



Love for All People

Social Change Advocates

Signet Love Inspires Foundation

Governing with Purpose



Love for Our Team

Employer of Choice

Community of Inclusiveness

Purpose and Appreciation



Love for Our Planet and Products

Human Rights

Climate Advocacy

Design Innovation and Inclusivity



























ANNUAL CORPORATE CITIZENSHIP AND SUSTAINABILITY REPORT



https://www.signetjewelers.com/sustainability/report/default.aspx

Highlights

Signet's Three Loves Sustainability Framework

- 1. Love for All People
- 2. Love for Our Team
- 3. Love for Our Planet and Products

Disclosures

- Human Capital Management and DEI Data
- EEO-1 Report
- Greenhouse Gas Accounting: Scope 1, 2, and 3 emissions
- Sustainability Accounting Standards Board (SASB) Index; including, percentage of:
 - 1. Tier 1 supplier facilities,
 - 2. Supplier facilities beyond Tier 1 that have been audited to a labor code of conduct,
 - 3. Percentage of total audits conducted by a third-party auditor.



















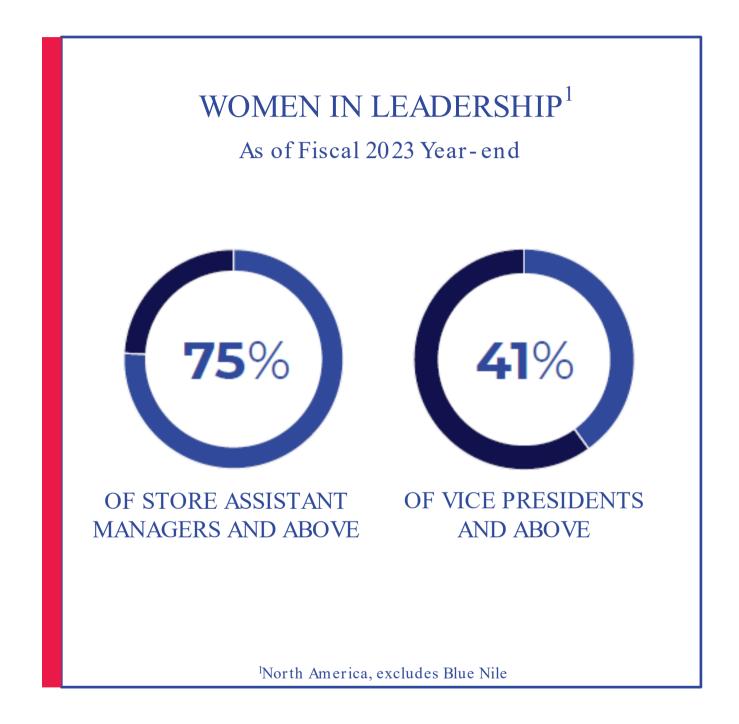








THIRD PARTY RECOGNITION





For the fourth consecutive year, Signet was designated as a Great Place to Work-Certifieda company based on survey responses from our team members.



Five consecutive years selected for the Bloomberg Gender-Equality Index and the only specialty jewelry retailer.





























APPENDIX

























~\$17B ANNUAL SPEND ON JEWELRY GIFTING **CREATES ATTRACTIVE OPPORTUNITIES**

The engagement category is one of the 'stickiest' entry points, creating lifelong customers for various gifting occasions

	BIRTHDAY	ANNIVERSARY	RELATIONSHIP MILESTONE	GRADUATION	SPECIAL EVENT (E.G., PROM/ RELIGIOUS)	REMEMBRANCE
% of Occasion that is Jewelry Avg. Spend on Gift \$100+	11% \$351	20% \$572	15% \$437	9% \$403	17% \$260	20% \$417
Total Annual Spend	\$7.9B	\$5.2B	\$970M	\$944M	\$838M	\$801M
Annual Spend Proportion by Occasion	46%	30%	6%	5%	5%	5%

















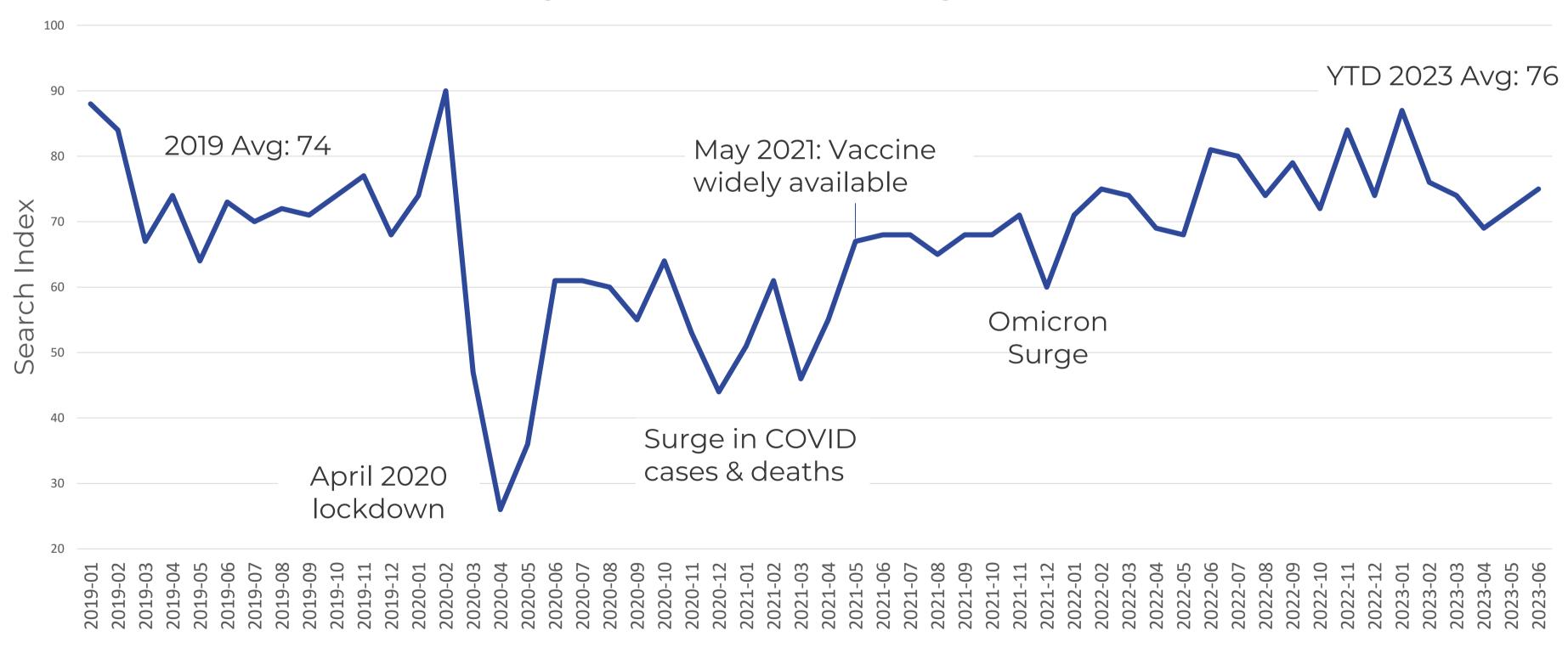






DATING HAS RETURNED TO PRE-COVID LEVELS

United States Google Search: First Date – Through June of Calendar 2023



Source: Google Trends



























NON-GAAP RECONCILIATIONS TABLES

Non-GAAP operating income and non-GAAP operating margin

Non-GAAP operating income is a non-GAAP measure defined as operating income excluding the impact of certain items which management believes are not necessarily reflective of normal operational performance during a period. Non-GAAP operating margin is defined as non-GAAP operating income as a percentage of total sales.

Fiscal 2024 Guidance

The forecasted midpoint of Fiscal 2024 guidance for non-GAAP operating income and diluted EPS provided in this presentation exclude potential non-recurring charges, such as asset impairments or integration-related costs associated with the acquisition of Blue Nile. However, given the potential impact of non-recurring charges to the GAAP operating income and diluted EPS, we cannot provide forecasted GAAP operating income or diluted EPS or the probable significance of such items without unreasonable efforts. As such, we do not present a reconciliation of forecasted non-GAAP operating income and diluted EPS to corresponding forecasted GAAP amounts.

Fiscal 2020

(in millions)	Fiscal 2020	
Sales	\$	6,137.1
Operating income	\$	158.3
Charges related to transformation plan (1)		79.1
Asset impairments (2)		47.7
Shareholder settlements (3)		33.2
Non-GAAP operating income	\$	318.3
Operating margin		2.6 %
Non-GAAP operating margin		5.2 %

⁽¹⁾ Includes charges related to the Signet's Path to Brilliance transformation plan.



























⁽²⁾ Includes charge related to an immaterial out of period goodwill impairment adjustment.

⁽³⁾ Includes charges related to the settlement of previously disclosed shareholder litigation matters, net of insurance proceeds.

NON-GAAP RECONCILIATIONS TABLES (cont.)

Adjusted debt and adjusted net debt leverage ratios

The adjusted debt and adjusted net debt leverage ratios are non-GAAP measures calculated by dividing Signet's adjusted debt or adjusted net debt by adjusted EBITDAR. Adjusted debt is a non-GAAP measure defined as debt recorded in the condensed consolidated balance sheet, plus Preferred Shares, plus an adjustment for operating leases (5x annual rent expense). Adjusted net debt, a non-GAAP measure, is adjusted debt less the cash and cash equivalents on hand as of the balance sheet dates.

As of		As of	
(in millions) July 29, 2			
Adjusted debt and adjusted net debt:			
Current portion of long-term debt	\$	147.5	
Redeemable Series A Convertible Preference Shares		654.7	
Adjustments:			
5x Rent expense		2,232.0	
Adjusted debt	\$	3,034.2	
Less: Cash and cash equivalents		690.2	
Adjusted net debt	\$	2,344.0	
TTM Adjusted EBITDAR	\$	1,332.1	
Adjusted debt leverage ratio		2.3x	
Adjusted net debt leverage ratio		1.8x	

26 weeks e		s en	52 ed		52 week period ended		52 week period ended	
(in millions)	July 29, 2023		July 30, 2022		January 28, 2023		July 29, 2023	
Calculation:		Α		В		С	A	+ C - B
Adjusted EBITDAR:								
Net income	\$	172.5	\$	61.9	\$	376.7	\$	487.3
Income taxes		26.7		(19.6)		74.5		120.8
Interest (income) expense, net		(7.4)		7.8		13.5		(1.7)
Depreciation and amortization		86.7		79.8		164.5		171.4
Amortization of unfavorable contracts		(0.9)		(0.9)		(1.8)		(1.8)
Share-based compensation		25.2		22.9		42.0		44.3
Other non-operating expense, net (1)		0.1		136.9		140.2		3.4
Other accounting adjustments								
Litigation charges ⁽²⁾		(3.0)		190.0		203.8		10.8
Acquisition and integration-related costs (3)		12.6		10.8		25.8		27.6
Restructuring charges (4)		4.2		_				4.2
Asset impairments (4)		3.5		_		15.9		19.4
Adjusted EBITDA	\$	320.2	\$	489.6	\$	1,055.1	\$	885.7
Rent expense		220.5		220.6		446.5		446.4
Adjusted EBITDAR	\$	540.7	\$	710.2	\$	1,501.6	\$	1,332.1

⁽¹⁾ Non-operating expenses includes primarily pre-tax pension settlement charges of \$132.8 million and \$133.7 million during the 26 weeks ended July 30, 2022, and 52 weeks ended January 28, 2023, respectively.

⁽⁴⁾ Restructuring and asset impairment charges were incurred as a result of the Company's rationalization of store footprint and reorganization of certain centralized functions in the second quarter of Fiscal 2024.

























⁽²⁾ Fiscal 2024 includes a credit to income related to the adjustment of the prior litigation accrual. Fiscal 2023 includes charges for settlement of a previously disclosed litigation matter.

⁽³⁾ Fiscal 2024 acquisition and integration-related costs include primarily severance and retention, exist and disposal costs, and system decommissioning costs incurred for the integration of Blue Nile. Fiscal 2023 includes the impact of the fair value step-up for inventory from Diamonds Direct and Blue Nile, as well as direct transaction-related and integration costs, primarily professional fees and severance, incurred for the acquisition of Blue Nile.

SAFE HARBOR & FORWARD-LOOKING STATEMENT

This release contains statements which are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based upon management's beliefs and expectations as well as on assumptions made by and data currently available to management, appear in a number of places throughout this document and include statements regarding, among other things, results of operations, financial condition, liquidity, prospects, growth, strategies and the industry in which we operate. The use of the words "expects," "intends," "anticipates," "estimates," "predicts," "believes," "should," "potential," "may," "preliminary," "forecast," "objective," "plan," or "target," and other similar expressions are intended to identify forward-looking statements. These forward-looking statements are not guarantees of future performance and are subject to a number of risks and uncertainties which could cause the actual results to not be realized, including, but not limited to: difficulty or delay in executing or integrating an acquisition, including Diamonds Direct and Blue Nile; executing other major business or strategic initiatives, such as expansion of the services business or realizing the benefits of our restructuring plan; the negative impacts that the COVID-19 pandemic has had, and could have in the future, on our business, financial condition, profitability and cash flows, including without limitation risks relating to shifts in consumer spending away from the jewelry category, trends toward more experiential purchases such as travel, disruptions in the dating cycle caused by the pandemic and the pace at which such impacts on engagements are expected to recover, and the impacts of the expiration of government stimulus on overall consumer spending (including the anticipated expiration of student loan relief); general economic or market conditions, including impacts of inflation or other pricing environment factors on our commodity costs (including diamonds) or other operating costs; a prolonged slowdown in the growth of the jewelry market or a recession in the overall economy; financial market risks; a decline in consumer discretionary spending or deterioration in consumer financial position; disruptions in our supply chain; our ability to attract and retain labor; our ability to optimize our transformation strategies; changes to regulations relating to customer credit; disruption in the availability of credit for customers and customer inability to meet credit payment obligations, which has occurred and may continue to deteriorate; our ability to achieve the benefits related to the outsourcing of the credit portfolio, including due to technology disruptions and/or disruptions arising from changes to or termination of the relevant outsourcing agreements, as well as a potential increase in credit costs due to the current interest rate environment; deterioration in the performance of individual businesses or of our market value relative to its book value, resulting in impairments of long-lived assets or intangible assets or other adverse financial consequences; the volatility of our stock price; the impact of financial covenants, credit ratings or interest volatility on our ability to borrow; our ability to maintain adequate levels of liquidity for our cash needs, including debt obligations, payment of dividends, planned share repurchases (including execution of accelerated share repurchases and the payment of related to excise taxes) and capital expenditures as well as the ability of our customers, suppliers and lenders to access sources of liquidity to provide for their own cash needs; changes in our credit rating; potential regulatory changes; future legislative and regulatory requirements in the US and globally relating to climate change, including any new climate related disclosure or compliance requirements, such as those recently proposed by the SEC; exchange rate fluctuations; the cost, availability of and demand for diamonds, gold and other precious metals, including any impact on the global market supply of diamonds due to the ongoing Russia-Ukraine conflict or related sanctions; stakeholder reactions to disclosure regarding the source and use of certain minerals; scrutiny or detention of goods produced in certain territories resulting from trade restrictions; seasonality of our business; the merchandising, pricing and inventory policies followed by us and our ability to manage inventory levels; our relationships with suppliers including the ability to continue to utilize extended payment terms and the ability to obtain merchandise that customers wish to purchase; the failure to adequately address the impact of existing tariffs and/or the imposition of additional duties, tariffs, taxes and other charges or other barriers to trade or impacts from trade relations; the level of competition and promotional activity in the jewelry sector; our ability to optimize our multi-year strategy to gain market share, expand and improve existing services, innovate and achieve sustainable, long-term growth; the maintenance and continued innovation of our OmniChannel retailing and ability to increase digital sales, as well as management of digital marketing costs; changes in consumer attitudes regarding jewelry and failure to anticipate and keep pace with changing fashion trends; changes in the supply and consumer acceptance of and demand for gem quality lab created diamonds and adequate identification of the use of substitute products in our jewelry; ability to execute successful marketing programs and manage social media; the ability to optimize our real estate footprint, including operating in attractive trade areas and mall locations; the performance of and ability to recruit, train, motivate and retain qualified team members - particularly in regions experiencing low unemployment rates; management of social, ethical and environmental risks; the reputation of Signet and its banners; inadequacy in and disruptions to internal controls and systems, including related to the migration to new information technology systems which impact financial reporting; security breaches and other disruptions to our information technology infrastructure and databases; an adverse development in legal or regulatory proceedings or tax matters, including any new claims or litigation brought by employees, suppliers, consumers or shareholders, regulatory initiatives or investigations, and ongoing compliance with regulations and any consent orders or other legal or regulatory decisions; failure to comply with labor regulations; collective bargaining activity; changes in corporate taxation rates, laws, rules or practices in the US and other jurisdictions in which our subsidiaries are incorporated, including developments related to the tax treatment of companies engaged in Internet commerce or deductions associated with payments to foreign related parties that are subject to a low effective tax rate; risks related to international laws and Signet being a Bermuda corporation; risks relating to the outcome of pending litigation; our ability to protect our intellectual property or assets including cash which could be affected by failure of a financial institution or conditions affecting the banking system and financial markets as a whole; changes in assumptions used in making accounting estimates relating to items such as extended service plans; or the impact of weather-related incidents, natural disasters, organized crime or theft, strikes, protests, riots or terrorism, acts of war (including the ongoing Russia-Ukraine conflict), or another public health crisis or disease outbreak, epidemic or pandemic on our business.

























