



NEWS RELEASE

Signet Celebrates the 10-year anniversary of our industry leading "Signet Responsible Sourcing Protocol" with the launch of "The Signet Promise"

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The Signet Promise is designed to inspire love, instill trust among all stakeholders, and makes our long-held commitment to responsible sourcing among our vendors readily accessible for all

Signet tests and verifies all our certified diamonds, and responsibly sources all our precious metals and gemstones

For more than two decades, Signet has been an industry catalyst and leader in responsible sourcing. Ten years ago, this commitment was memorialized in the launch of The Signet Responsible Sourcing Protocol (SRSP), and focused on gold and diamonds, ensuring alignment to this commitment between Signet and every touchpoint in our supply chain. Today, all precious metals and gemstones, as well as lab grown diamonds are included, as we celebrate the re-launch of our Signet Responsible Sourcing Protocol as The Signet Promise, making our protocols visible to all stakeholders, including our customers who are increasingly interested in our commitment to strengthening human rights within the global jewelry supply chain.

"We take great pride in being the industry leader for responsible sourcing as there's nothing more important to Signet than consumer confidence in the products we sell. We have been recognized by independent third parties as a world leader in responsible sourcing practices, with Signet outperforming not only other jewelry companies but also leading across industries in the Americas, Europe, and Asia," said Virginia C. Drosos, Signet Jewelers Chief Executive Officer. "We will continue to strive to be a pioneer in this space and lead by example, as we continue to advance the industry and work with our valued vendor community to ensure our responsible protocols are always in place."

More than twenty-five years ago, Signet recognized the need for leadership toward improving the integrity of the global diamond supply chain. We worked with industry leaders to help strengthen human rights protection around the world.

Today, we have:

- The World Diamond Council (WDC), which was created in 2000 to support international efforts to eliminate

the trade in “conflict diamonds.” That mission continues and has been expanded to ensure that all diamonds in the pipeline are handled in accordance with universal principles of human rights, labor rights, anti-corruption, and anti-money laundering. Signet is a charter member and active board member.

- The Kimberley Process (KP), which was formed in 2003. Today, 99.8% of the world's rough diamond trade is conflict-free.
- The Responsible Jewellery Council (RJC), which was formed in 2005. Signet was one of 14 Founding Members, and we are now a four-time Certified Member. Today, the RJC celebrates nearly 1,700 global members and is chaired by one of our Signet executives.
- The Signet Responsible Sourcing Protocol, first developed a decade ago in 2013, is an independently auditable, product assurance program created for the industry around human rights. This protocol ensures that the human rights of the workers in the jewelry industry are protected. The Signet Responsible Sourcing Protocol was the first of its kind a decade ago and is an example of Signet's industry leadership and stewardship. It remains the only open-source and international protocol focused on all precious metals and gemstones with independent third-party auditing and also ensures all certified diamonds are graded, tested, and verified.

2023 marks the 10-year anniversary of the SRSP – now the Signet Promise – that was created and authored by Signet Jewelers, with input from valuable peers and suppliers such as DeBeers, Rosy Blue, Leo Schachter Diamonds NY, Richline, and more, and was built in alignment with the Responsible Jewellery Council. Additional partners included consultations with US, Canadian, Indian, and UK governments, as well as NGOs and the Organization for Economic and Cooperative Development. As part of the 10-year anniversary, the Signet Promise has been given a fresh look to reflect the evolution of the SRSP and to align it with our purpose of Inspiring Love.

“De Beers is proud to have supported the development of the Signet Responsible Sourcing Protocol. Applying the OECD's five-step due diligence guidance to Signet's suppliers, which complements the approach of the Responsible Jewellery Council, is an important step in underpinning assurance and confidence,” said David Prager, Chief Brand Officer, De Beers. “It's gratifying to see today that jewellery businesses across the sector are applying robust standards via membership of the RJC, and we applaud Signet – as one of the RJC founding members alongside De Beers – for its leading role in the jewellery industry's focus on ensuring responsible business practices.”

Our Signet Promise extends across all our 11 banners: KAY Jewelers, Zales, Jared, Banter by Piercing Pagoda, Diamonds Direct, JamesAllen.com, Blue Nile, Rocksbox, Peoples, H. Samuel, and Ernest Jones.

For further details or questions, please visit www.signetjewelers.com/promise.