NEWS RELEASE

For Signet and St. Jude, Records are Made to Be Broken.

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Written by Bill Luth, Executive Vice President of Global Store Operations, Signet Jewelers

Ask team members at Signet Jewelers what it means to Inspire Love and most will point to one thing: generosity. This week, that spirit of generosity from Signet's customers and team members was channeled to St. Jude Children's Research Hospital® when we announced our largest single-year donation ever to the iconic children's cancer research hospital.

Before I get to the record donation amount, let me share some context. Last year's macroeconomic climate affected everyone – including our charity partners, whose concerns about donations were well-founded. Could they count on Signet to rise above the challenges? Would our store teams inspire enough love in their customers to raise funds for kids in need, for vital research and for caregiving services? The answer was, 'yes' – and the sound of shattering goals was heard all the way to Memphis.

With the final 2022 numbers in, Signet raised an unprecedented $8.2 million through its year-long fundraising efforts. The record-breaking gift pushes the total amount raised for children and their families of St. Jude to nearly $97 million over Signet's 24-year partnership.

We demonstrated our commitment to fundraising for St. Jude all year long, serving as an indelible reminder to the brave children and families of St. Jude that they are never alone in their courageous battle. To raise the money, Signet inspired customers to give at the register, sold its holiday plush puppies and bears, supported the St. Jude Memphis Marathon®, and tallied personal donations from team members.

Signet's partnership with St. Jude spans 24 years. In fact, it's hard to miss Signet and our banners, like Kay Jewelers, as you walk around the St. Jude campus in Memphis. This year's donation completes Signet's $50 million commitment to fund the construction of KAY Research & Care Center – a 12-year project that wrapped three years earlier than anticipated! The state-of-art facility, located in the heart of the campus, ushers in a new era of research, education, collaborative care and treatment for kids courageously battling illness.

Rick Shadyac, CEO of ALSAC, the fundraising and awareness organization for St. Jude Children's Research Hospital, shared his gratitude during a recent gathering of Signet's store managers. "The kindness and compassion that our partners share year after year is truly invaluable," he said. "This holiday season was challenging, but one thing remained certain: the outpouring of generosity from our St. Jude family, especially Signet Jewelers."

Records seem to be made and broken year after year with Signet and St. Jude. In fact, 2021 was a banner year for our donation – we raised $7.6 million which was a record at the time. This past year, we far surpassed that amount. What will 2023 bring? I can tell you this: we are ready to continue to Inspire Love and be there for our communities in need, especially children.

MORE ABOUT THE SIGNET/ST. JUDE PARTNERSHIP

Signet aligns its **2030 sustainability efforts** with its Three Loves: Love for All People, Love for Our Team and Love for Our Planet and Products. In support of Love for All People, Signet has helped fund several St. Jude Children's Research Hospital spaces and facilities. In addition to the KAY Research and Care Center, Signet has supported the KAY Kafe and KAY Family Porch and was the lead sponsor of the St. Jude Children's Research Hospital & Washington University Pediatric Cancer Genome Project. In June 2022, St. Jude honored Signet with its Partner of the Year Award.