NEWS RELEASE

Signet Recognized for Technology Innovations as Part of CIO 100

3/22/2021

We're proud to be part of the group of innovators to receive the 2021 CIO 100 Award. This recognition demonstrates how our IT, training and store teams delivered technology solutions that kept our products available, our team members safe and our customers engaged throughout one of the most uncertain and challenging times in retail history.

"Being part of the CIO 100 further validates the dedication of our teams and how our strategic investment decisions have positively impacted our ability to serve customers," said Howard Melnick, Chief Information Officer. "During a time when the world needed it the most, our teams re-doubled their efforts to ensure our more than 20,000 team members could continue helping our customers Celebrate Life and Express Love."

Following the closure of our North America stores on March 23, 2020, our teams quickly pivoted to empower our jewelry consultants with the technology and training they needed to provide customers their signature personal service virtually from their homes. Our teams implemented new fulfillment options, payment processes, virtual selling tools (e.g. phone, live video streaming, chat, email), collaboration platforms, customer outreach tools and online appointment booking, just to name a few.

Through a relentless focus on the customer, a fearless, entrepreneurial mindset and a commitment to speed and agility, Signet is better positioned to win through connected commerce that drives seamless customer experiences across all touchpoints.

Learn more about how these efforts improved our ability to serve customers by reading last week's **Q4 financial results**.