SIGNET JEWELERS WORKS WITH JEWELRY INDUSTRY TO SUPPORT RESPONSIBLE SOURCING STANDARDS

HAMILTON, Bermuda – March 2, 2016 – Signet Jewelers Limited ("Signet") (NYSE and LSE: SIG), the world's largest retailer of diamond jewelry, has developed the Signet Responsible Sourcing Protocol for Diamonds (D-SRSP), providing increased transparency and continuous improvement in the integrity of the global diamond supply.

The D-SRSP builds on existing diamond industry standards, the UN Guiding Principles on Business and Human Rights and the OECD's Due Diligence Guidance for Responsible Supply Chains. It requires suppliers to carefully map their supply chains and apply a due diligence test to identify and mitigate risks.

To develop the D-SRSP Signet consulted with the world's largest diamond mining company, the De Beers Group, and the leading international standards-setting organization for the jewellery industry, the Responsible Jewellery Council, and is proud to announce harmonization of the D-SRSP to the provenance provisions in the Best Practice Principles and RJC standards. De Beers' Best Practice Principles (BPPs) are required for all De Beers Sightholders. The BPPs are widely respected as leading edge for supply chain standards, specifically for compliance audits. The RJC's Code of Practices and the Provenance Claim provision are the preeminent global standards for all participants in the jewelry supply chain, from mine to retail. Both Signet and De Beers are Founding and certified Members of the RJC and both companies are represented on the RJC Executive Committee and Board.

"The RJC welcomes the introduction of the D-SRSP and was pleased to play a leading role in the development of the protocol," said Andrew Bone, RJC Executive Director. "The RJC Provenance Claim provision is precisely designed to enable companies to have claims – like the D-SRSP - audited and included as part of their RJC Certification."

"De Beers strives for the highest standards of business integrity and ethics in our own operations, and we use our influence as an industry leader to raise standards across the diamond pipeline through the BPP's. Diamonds are an emotional product and it is our collective responsibility as an industry to provide consumers with confidence in the diamonds they purchase. De Beers supports robust and aligned standards in the jewelry industry that ensure that the supply chain is monitored and provenance is assured. We are therefore pleased that our Sightholders can demonstrate compliance to the DSRSP through the BPPs." said Feriel Zerouki, Head of Government & Industry Relations for De Beers.

"As an industry, we are always looking for ways to continually improve and build upon pre-existing standards within the diamond supply chain," said Mark Light, Signet CEO, "The D-SRSP was developed alongside other industry leaders to ensure increased transparency in a practical and workable way. The goal of this protocol is to make real and meaningful improvements to the diamond supply chain as a whole."

"Signet partners with its suppliers to help them join the RJC," said Lynn Dennison, Signet Jewelers' Chief Legal, Risk and Corporate Affairs Officer. "This on-going support demonstrates the value Signet places on our business relationships with our suppliers." The RJC has confirmed that its members who are also Signet suppliers can include their existing and any future SRSP audits for gold and diamonds in their RJC Certification. "This major benefit enables our suppliers to certify the integrity of their gold and diamond supply chains avoiding audit duplication," Dennison continued. "This collaborative effort between the RJC and Signet reduces the burden of audits."

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About Signet Jewelers

Signet Jewelers is the world's largest retailer of diamond jewelry. Signet operates approximately 3,600 stores primarily under the name brands of Kay Jewelers, Zales, Jared The Galleria Of Jewelry, H. Samuel, Ernest Jones, Peoples and Piercing Pagoda. Further information on Signet is available at www.signetjewelers.com. See also www.kay.com, www.zales.com, www.jared.com, www.hsamuel.co.uk, www.ernestjones.co.uk, www.peoplesjewellers.com and www.pagoda.com.

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