

SIGNET JEWELERS TO ELEVATE RELATIONSHIP WITH PANDORA JEWELRY WITH ITS JARED® THE GALLERIA OF JEWELRY BRAND

AKRON, OHIO, December 2, 2015 – Signet Jewelers (“Signet”) (NYSE and LSE: SIG), the world's largest retailer of diamond jewelry, announced that it will elevate its already well-established relationship with PANDORA Jewelry, one of the world's largest affordable luxury jewelry brands, in its number one destination jewelry store in the United States, Jared® The Galleria Of Jewelry.

As part of this effort, Jared will upgrade more than 200 of its established stores to include new PANDORA boutiques.

“We’re thrilled with our long-term and successful relationship with PANDORA. For more than seven years, Jared Guests have come to rely on an extensive collection of PANDORA jewelry matched with a great customer service experience, helping build new relationships,” said Mark Light, Chief Executive Officer of Signet Jewelers. “The PANDORA brand has been attracting an incremental customer base to Jared for years and we’re confident that the more branded presence of a shop-in-shop, a successful model of watch and jewelry boutiques in Jared and other Signet store brands, will serve an even greater number of PANDORA collectors, especially with the planned assortment expansion.”

Starting in 2016, Signet will begin the process of installing enhanced PANDORA boutiques in more than 200 Jared stores, which will increase the PANDORA footprint to approximately 150 square feet, and support the growth of other PANDORA jewelry categories including rings, earrings, etc. Currently, PANDORA is available in 239 Jared stores.

About Signet and Safe Harbor Statement:

Signet Jewelers Limited 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.

This release contains statements which are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements, based upon management's beliefs and expectations as well as on assumptions made by and data currently available to management, include statements regarding, among other things, Signet's results of operation, financial condition, liquidity, prospects, growth, strategies and the industry in which Signet operates. The use of the words "expects," "intends," "anticipates," "estimates," "predicts," "believes," "should," "potential," "may," "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, including but not limited to general economic conditions, risks relating to Signet being a Bermuda corporation, the merchandising, pricing and inventory policies followed by Signet, the reputation of Signet and its brands, the level of competition in the jewelry sector, the cost and availability of diamonds, gold and other precious metals, regulations relating to customer credit, seasonality of Signet's business, financial market risks, deterioration in customers' financial condition, exchange rate fluctuations, changes in Signet's credit rating, changes in consumer attitudes regarding jewelry, management of social, ethical and environmental risks, security breaches and other disruptions to Signet's information technology infrastructure and databases, inadequacy in and disruptions to internal controls and systems, changes in assumptions used in making accounting estimates relating to items such as extended service plans and pensions, the impact of the acquisition of Zale Corporation on relationships, including with employees, suppliers, customers and competitors, and our ability to successfully integrate Zale's operations and to realize synergies from the transaction.

For a discussion of these and other risks and uncertainties which could cause actual results to differ materially from those expressed in any forward-looking statement, see the "Risk Factors" section of Signet's Fiscal 2015 Annual Report on Form 10-K filed with the SEC on March 26, 2015. Signet undertakes no obligation to update or revise any forward-looking statements to reflect subsequent events or circumstances, except as required by law.

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