

## Signet Jewelers Announces New Chief Digital Officer

HAMILTON, Bermuda – June 19, 2020 Signet Jewelers Limited (“Signet”) (NYSE:SIG), the world's largest retailer of diamond jewelry, today announced the appointment of Rebecca Wooters as Chief Digital Officer, reporting to Virginia C. Drosos, CEO Signet Jewelers.

“Our OmniChannel and digital transformation is even more important now with today’s shift to online shopping,” said Ms. Drosos. “Rebecca is joining us at a pivotal time in our Path to Brilliance transformation journey, which we are accelerating in these unprecedented times to emerge stronger than ever. She will work closely with technology, marketing, and banner teams to drive our overall digital strategy and launch new digital products and services, all aimed at creating an outstanding OmniChannel experience, and driving profitable growth.”



Ms. Wooters brings over 25 years of extensive experience across digital strategy and transformation, customer experience, operations, marketing and product development. She spent the past 12 years with Citi and most recently as the Chief Customer Experience Officer and Head of Digital Experience for Citi’s Global Consumer Bank. Ms. Wooters was responsible for Customer Experience and the evolution of Digital Servicing, Digital Channels, and the emerging space of Voice, BOT and Digital Messaging. During her leadership, the team rapidly accelerated its digital transformation resulting in double digit growth, engagement through the launch of industry leading digital capabilities, and was named Business Insider’s #1 Banking Mobile App with the most desirable features. This was achieved through the evolution of Customer Journeys leveraging a customer-centric process: journey analytics and performance, core digital and OmniChannel experiences, digital design and agile delivery.

Wooters earned her bachelor’s degree from Texas A&M University and her MBA from University of Texas at Dallas. In 2014, Wooters was named Dallas Top 25 Women in Business for her contributions both to the non-profit and corporate community.

## About Signet Jewelers

Signet Jewelers Limited is the world's largest retailer of diamond jewelry. Signet operates approximately 3,200 stores primarily under the name brands of Kay Jewelers, Zales, Jared, H.Samuel, Ernest Jones, Peoples, Piercing Pagoda, and [JamesAllen.com](http://JamesAllen.com). Further information on Signet is available at [www.signetjewelers.com](http://www.signetjewelers.com).

See also [www.kay.com](http://www.kay.com), [www.zales.com](http://www.zales.com), [www.jared.com](http://www.jared.com), [www.hsamuel.co.uk](http://www.hsamuel.co.uk), [www.ernestjones.co.uk](http://www.ernestjones.co.uk), [www.peoplesjewellers.com](http://www.peoplesjewellers.com), [www.pagoda.com](http://www.pagoda.com), and [www.jamesallen.com](http://www.jamesallen.com).

### Safe Harbor Statement:

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, appear in a number of places throughout this document and 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, our ability to implement Signet's transformation initiative, the effect of US federal tax reform and adjustments relating to such impact on the completion of our quarterly and year-end financial statements, changes in interpretation or assumptions, and/or updated regulatory guidance regarding the US federal tax reform, the benefits and outsourcing of the credit portfolio sale including technology disruptions, future financial results and operating results, the impact of weather-related incidents on Signet's business, deterioration in the performance of individual businesses or of the Company's market value relative to its book value, resulting in impairments of fixed assets or intangible assets or other adverse financial consequences, including tax consequences related thereto, especially in view of the Company's recent market valuation, and our ability to successfully integrate Zale Corporation and R2Net's operations and to realize synergies from the Zale and R2Net transactions, general economic conditions, potential regulatory changes or other developments following the United Kingdom's announced intention to negotiate a formal exit from the European Union, a decline in consumer spending, the merchandising, pricing and inventory policies followed by Signet, the reputation of Signet and its banners, 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, the development and maintenance of Signet's OmniChannel retailing, 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, risks related to Signet being a Bermuda corporation, the impact of the acquisition of Zale Corporation on relationships, including with employees, suppliers, customers and competitors, and an adverse decision in legal or regulatory proceedings. 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 2018 Annual Report on Form 10-K filed with the SEC on April 2, 2018 and quarterly reports on Form 10-Q filed with the SEC. Signet undertakes no obligation to update or revise any forward-looking statements to reflect subsequent events or circumstances, except as required by law.

**Investors:**

Vincent Sinisi  
SVP Investor Relations  
+1 330 665-6530  
[vincent.sinisi@signetjewelers.com](mailto:vincent.sinisi@signetjewelers.com)

**Media:**

Colleen Rooney  
Chief Communications Officer  
+1 330 668 5932  
[colleen.rooney@signetjewelers.com](mailto:colleen.rooney@signetjewelers.com)

David Bouffard  
VP Corporate Affairs  
+1 330 668 5369  
[david.bouffard@signetjewelers.com](mailto:david.bouffard@signetjewelers.com)

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