

NOTICE OF ANNOUNCEMENT FISCAL 2015 SECOND QUARTER FINANCIAL RESULTS

HAMILTON, Bermuda, August 7, 2014 – Signet Jewelers Limited (“Signet”) (NYSE and LSE: SIG), intends to announce its results for the 13 and 26 weeks ended August 2, 2014 at approximately 7:00 a.m. ET on Thursday, August 28, 2014.

On that date there will be a conference call at 8:30 a.m. ET (1:30 p.m. BST) and a simultaneous audio webcast and slide presentation available at www.signetjewelers.com. The slides will be available to be downloaded from the website ahead of the conference call.

The call details are:

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