Annual Financial Report

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Signet Jewelers Ltd (NYSE and LSE: SIG)

ANNUAL FINANCIAL REPORT ANNOUNCEMENT

Signet Jewelers Limited's ("Signet") Annual Report on Form 10-K for the 52 weeks ended January 28, 2012 (the "Annual Report") was filed with the United States Securities and Exchange Commission today. Additionally, a copy of the Annual Report has also been submitted to the National Storage Mechanism and will shortly be available for inspection at: (www.hemscott.com/nsm.do).

As required by DTR 6.3.5(3), Signet confirms that the Annual Report is now available to view and download in a pdf format from Signet's website. The direct link to download the Annual Report is

http://media.corporate-ir.net/media_files/IROL/11/117803/2012/Form10K2012.pdf.

Signet released its preliminary results announcement of annual results for the 52 weeks ended January 28, 2012 (the "Final Results announcement") earlier today. A condensed set of Signet's financial statements was included in the Final Results announcement. That information, together with the Appendix to this announcement, which contains additional information which has been extracted from the Annual Report, constitutes the material required for the purposes of compliance with the Transparency Rules. Together these constitute the information required by DTR 6.3.5, which is required to be communicated to the media in unedited full text through a Regulatory Information Service.

This announcement should be read in conjunction with and is not a substitute for reading the full Annual Report. Page and note references in the text below refer to page numbers and notes in the Annual Report.

Appendix 1

ITEM1. BUSINESS

OVERVIEW

Signet is the largest specialty retail jeweler by sales in the US and UK, and also has stores in the Republic of Ireland and Channel Islands. Signet is incorporated in Bermuda and its address and telephone number are shown on the cover of this document. Its corporate website is www.signetjewelers.com, from where documents that the Company is obliged to file or furnish with the US Securities and Exchange Commission ("SEC") may be viewed or downloaded free of charge.

On September11, 2008, Signet Group plc became a wholly-owned subsidiary of Signet Jewelers Limited, a new company incorporated in Bermuda under the Companies Act 1981 of Bermuda, following the completion of a scheme of arrangement approved by the High Court of Justice in England and Wales under the UK Companies Act 2006. Shareholders of Signet Group plc became shareholders of Signet Jewelers Limited, owning 100% of that company. Signet Jewelers Limited is governed by the laws of Bermuda.

Effective January31, 2010, Signet became a foreign issuer subject to the rules and regulations of the US Securities Exchange Act of 1934 ("Exchange Act") applicable to domestic US issuers. Prior to this date, Signet was a foreign private issuer and filed with the SEC its annual report on Form 20-F.

Signet's US division operated 1,318 stores in all 50 states at January28, 2012. Its stores trade nationally in malls and off-mall locations as Kay Jewelers ("Kay"), and regionally under a number of well-established mall-based brands. Destination superstores trade nationwide as Jared The Galleria Of Jewelry ("Jared"). Based on publicly available data, Signet's US division was the largest specialty jeweler in the US in calendar 2011 with sales approximately twice those of the next biggest such retailer.

The UK division's stores trade as "H.Samuel," "Ernest Jones," and "Leslie Davis," and are situated in prime 'High Street' locations (main shopping thoroughfares with high pedestrian traffic) or major shopping malls. The UK division operated 535 stores at January28, 2012, including 14 stores in the Republic of Ireland and three in the Channel Islands. Based on publicly filed accounts, Signet's UK division was the largest specialty retailer of fine jewelry in the UK with sales in calendar 2010 almost twice those of the next biggest such retailer.

Operating principles

Management's goal is to build long-term value by focusing on providing a superior in-store customer experience and merchandise selection, in high quality real estate locations. Effective advertising supported by an above-industry-average marketing expense to sales ratio is designed to attract customers into Signet's stores. In addition, the operating principles that help management achieve these goals are: