SIGNET JEWELERS

"Competitive Advantages Reinforcing Sector Leadership"

April 2009

KAY® JEWELERS
Every kiss begins with Kay®

JARED®
The Galleria Of Jewelry

H.SAMUEL
THE JEWELLER

Ernest Jones
The Diamond & Watch Specialist

Safe Harbor Statement

(Private Securities Litigation Reform Act of 1995)

This presentation include 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 as well as on assumptions made by and data currently available to management, appear in a number of places throughout this presentation and include statements regarding, among other things, our results of operation, financial condition, liquidity, prospects, growth, strategies and the industry in which the Group operates. Our use of the words "expects," "intends," "anticipates," "estimates," "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, the merchandising, pricing and inventory policies followed by the Group, the reputation of the Group, the level of competition in the jewelry sector, the price and availability of diamonds, gold and other precious metals, seasonality of the Group's business and financial market risk.

For a discussion of these and other risks and uncertainties which could cause actual results to differ materially, see the "Risk and other factors" section of the Annual Report & Accounts of Signet Group plc furnished as an exhibit to its Report on Form 6-K furnished with the U.S. Securities and Exchange Commission on May 1, 2008 and other filings made by the Company with the Commission. Actual results may differ materially from those anticipated in such forward-looking statements even if experience or future changes make it clear that any projected results expressed or implied therein may not be realized. The Company undertakes no obligation to update or revise any forward-looking statements to reflect subsequent events or circumstances.

Certain financial information used during this presentation are considered to be 'non-GAAP financial measures'. For a reconciliation of these to the most directly comparable GAAP financial measures, please refer to pages 41 - 42.

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World's Largest Specialty Jeweler



Kay Jewelers - #1 in US
Sales: c.$1.4bn Stores: 926 in 50 states



H.Samuel - #1 in UK
Sales: c.£250m Stores: 352



Jared - #1 Off-Mall "Category Killer"
Sales: c.$700m Stores: 171 in 35 states



Ernest Jones - #1 UK upper middle market
Sales: c.£205m Stores: 206

As at January 31, 2009

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Very Challenging Environment

- General consumer weakness
  - US specialty jewelry sales down 18.5% over Holiday
  - second poor Christmas for middle market
- Volatile commodity costs
- Weak operators causing short term disruption
- Outlook uncertain, concerns over increasing unemployment

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Reasons to Invest in Signet

- People will continue to buy jewelry
  - bridal
  - gift giving
  - self reward
- Accelerated sector rationalization underway
  - fragmented market
    - c.25,000 specialty doors in US
    - 22,623 firms with sales of $29 billion
- Sustainable competitive advantages based on:
  - scale
  - expertise
  - consistency of execution

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Signet US Leading Performance

	Sales Growth 5 year c.a.g.r.	Operating Margin 5 year average	EBIT/Total Assets[a] 5 year average
Signet US[b]	9.4%	12.0%	14.9%
Zale Corp[c]	(0.9)%	4.8%	8.2%
Typical US Specialty Jeweler[d]	4.4%	5.5%	7.7%

a Total assets excludes goodwill
b To y.e. February 2, 2008
c To y.e. January 31, 2008 based on SEC Filings
d To y.e. December 31, 2007 based on JA Cost of Doing Business, sales data from US Census

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Outperformance over Holiday 2008

	Same Store Sales	Gross Margin
Signet US	(16.1)%	c.+250 bpts[a]
Zales (inc Canada)	(17.9)%	-530 bpts
Finlay specialty jewelry	c.(35.0)%	na
Blue Nile (US)	c.(28.0)%[b]	c.-50 bpts[c]
Birks & Mayors (US)	(28.0)%	-590 bpts[c]
Shane	(32.0)%[d]	na
Tiffany (US)	(35.0)%	na

a Gross merchandise margin
b 13 week basis
c Group wide
d From Chapter 11 filing

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Accelerated Consolidation

	Sales $m		No. of stores	
	2007	2002	2007	2002
Kay[a]	1,490	1,011	894	676
Zales[ab]	1,089	1,004	789	757
Jared[a]	756	259	154	67
Helzberg[d]	500	550	268	254
Fred Meyer[de]	465	475	400	442
Gordon's[ab]	329	321	282	298
Friedman's[cd]	300	674	Liquidated 2008	665
Bailey Banks & Biddle[ab]	284	315	69	120
Shane[g]	270	n/a	In Chapter 11	n/a
Whitehall[af]	243	341	Liquidated in 2008	378
Other Specialty	c.25,000	c.19,700	c.22,000	c.23,000

a Source: Accounts
b July 2002 or 2007 year end
c Includes Crescent
d Source: National Jeweler estimate
e Includes Littman's and departments in supermarkets
f Includes Lundstrom
g Chapter 11 filing

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Results as Expected Before Goodwill Impairment

- Exceptional market conditions
- Same store sales down 8.2%
- Sales down 8.8%, down 5.7% at constant exchange rates
- $200.9 million income before income tax, impairment and relisting costs
  - impairment charge of $516.9 million
  - relisting cost $10.5 million
  - loss before income tax of $326.5 million
- Underlying tax rate 33.5% (fiscal 2008: 34.6%)
- EPS $(4.62), underlying $1.57

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Financial Strength

	Fiscal 2009	Fiscal 2008
Free cash flow[1]	$51.1m	$1.4m
Movement in net debt	$(96.1)m	$(141.4)m
Interest cover[2]	7.9 x	15.9 x
Original fixed charge cover	1.47 x	1.77 x
Revised fixed charge cover	1.93 x	2.36 x
Gearing[3]	29.2%	21.2%
ROCE[3]	9.6%	17.3%

(1) Cash flow from operations and investing activities
(2) Excluding goodwill impairment and relisting fees
(3) Excluding goodwill

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Amended Borrowing Agreements

- Key amendments
  - fixed charge cover reduced to 1.4x from c1.85x
  - prepay $100m of Notes at par & accrued interest
  - revolver facility reduced to $370 million
  - fees & associated costs of $9.5 million in fiscal 2010
  - restrictions on shareholder distributions
- Key features
  - fixed charge covenant relief until January 2013
  - rebalancing of fixed and variable debt
  - increased interest costs, $3 - 5 million in fiscal 2010

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Group Strategy & Objectives

- Group Strategy
  - enhance position as strongest middle market specialty retail jeweler
  - reduce business risk
  - focus on profit & cash flow maximization to further strengthen balance sheet
- Group Objectives in fiscal 2010
  - $100 million US cost reduction program
  - significant working capital reduction
  - capital expenditure of about $55 million
  - c.$200 million cash free cash flow
- Encouraging start to year

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Industry Leader in UK

- ⇨c.60% larger than 3rd largest US mid market jeweler
- ⇨Bigger than next 5 UK competitors combined
- ⇨Similar sustainable competitive advantage to US division
- ⇨Strong financial performance

5 year average	Operating Margin	EBIT/Total Assets[a]
Signet UK[b]	12.7%	23.5%
Typical UK Specialty Jewelers[c]	7.1%	10.3%

a Total assets excludes goodwill
b To y.e. February 2, 20
c Based on latest Companies House filings for 5 largest specialty jewelers excluding Signet

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UK Fiscal 2010 Objectives

- Very challenging marketplace
- Strengthen competitive position
- Gross merchandise margin somewhat below fiscal 2009
  - higher cost of gold & weakness of pound
- Stable cost base
- Reduce inventory by c.$15 million
- Capex reduced by $24m to c.$15 million
- First 7 weeks same store sales down 3.8%
  - H.Samuel down 0.8%
  - Ernest Jones down 7.1%

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Competitive Advantages Reinforcing Sector Leadership

Mark Light
CEO US Division

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Every kiss begins with Kay®

JARED®
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Sustainable competitive advantages

- Superior customer service
- Leading supply chain expertise in mid market
- Proven demand pull merchandising processes
- Leading share of voice with consistent message in marketing
- High quality real estate
- Most appropriate credit offer
- Experienced jewelry sector management

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Importance of Service

- Sales associate critical to every transaction
  - recruit the best and the brightest
  - final 2 feet of supply chain vital
- Customer seeking reassurance
  - important emotional purchase
  - lacking product knowledge
  - fear of the unknown
  - every product under lock and key
- Build trust in the sales associate and the brand

Recruitment & Training a Priority

- Right attitude, not experience is key
- Consistent development of all staff, at all levels
- Training integrated with merchandising & marketing
- Execution of programs carefully planned and monitored
- Training needs regularly reviewed
- All senior field management have been a Signet store manager

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Clear Measurable Objectives

- Daily store standards
  - store staff “controllables”
  - clear performance expectations
  - individual standards integrated into divisional goals
- Monitoring
  - overnight reports provided to store staff and District Manager
- Coaching
  - store manager coaches staff
  - peer support

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Strongly Incentivized Team

- 15% - 25% of field payroll performance based
- Sales associate commission
  - based on own and store performance
  - encourages team work
- Manager profit bonus
  - profit based bonus
  - monthly store operating statement
  - training to be profit business managers
- District Manager bonus
  - KPI based bonus

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Performance Matrix

- Helps field operations identify, understand, prioritize and schedule tasks
- Increased gross margin through greater process monitoring and compliance
- Improved productivity of district and store managers
- Better feedback and problem resolution
- Enhanced workload optimization
- Eliminates hard copy manuals, shipping costs and outdated versions

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GMROI Focused

- Utilize “Pull” merchandise methodology
  - jewelry category has slow changes in fashion
  - test and run every product/program
  - rapid response to emerging trends
  - merchandising of stores reflects local demographic and regional variations
  - maximizes sales, minimizes mistakes

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US Merchandise Margin Initiatives

- Maximize gross merchandise margin $
  - continue pricing discipline
  - commodity costs volatile
  - use supply chain expertise
  - further develop exclusive merchandise
- Year to date
  - meaningful increase
  - wrap around of price and merchandise mix changes
- Target is to at least maintain gross merchandise margin for fiscal 2010

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Ideal Partner for Branding

- Commitment to testing and development of merchandising programs
- Training of sales associates
- Ability to provide marketing support
- Critical mass
- Established supplier relationships
- Proven track record in branding
- Consistency of strategy & execution
- Financial strength

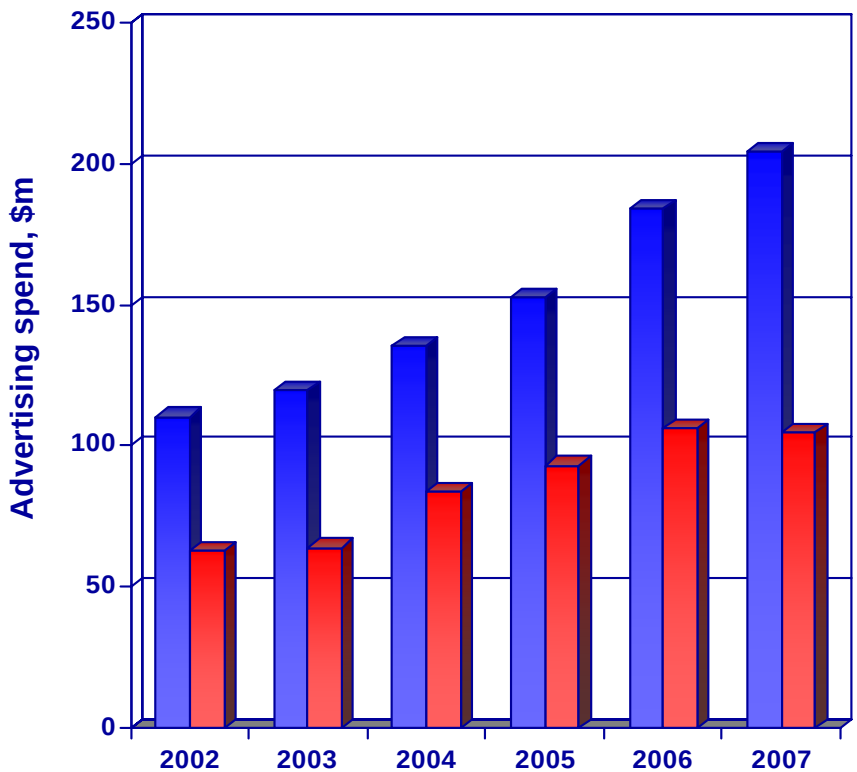
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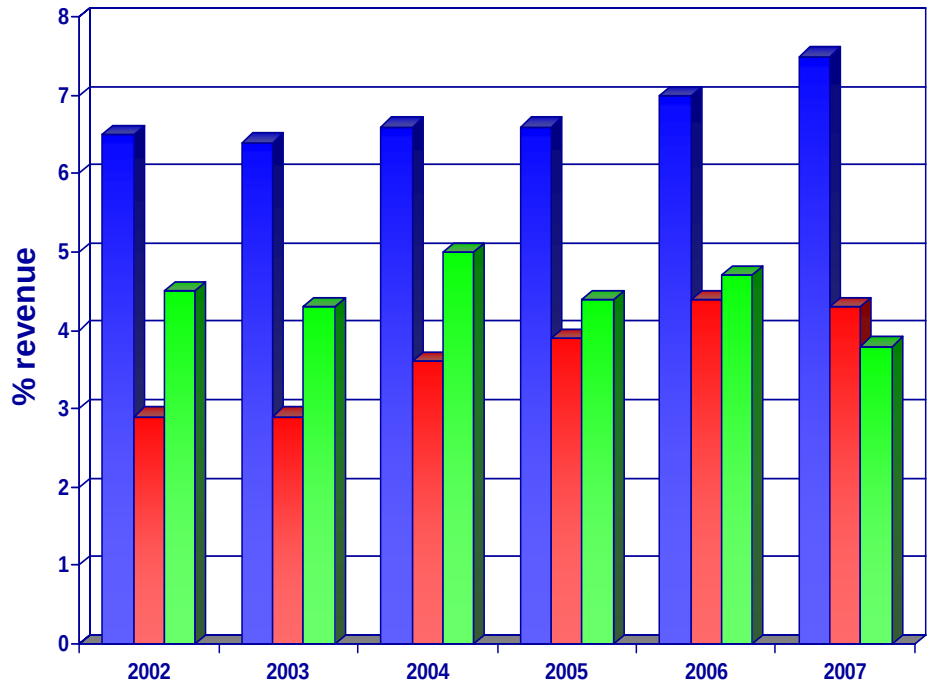
Marketing Leadership

- "Every kiss begins with Kay"
  - largest marketing budget in sector
  - consistent message over time and across media
- Regional brands
  - very well established local identities
- "He went to Jared"
  - nearly double typical advertising / sales support
  - established clear brand identity

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Scale to Use National Advertising





Sterling: Advertising gross of vendor contributions

Zale Corp: y.e. July, advertising net of vendor contributions, including Canada

Typical jeweler: JA Cost of Doing Business Total promotional expenditure

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Kay

		2003/04	**2008/09**
Sales	(million)	$1,080	**$1,439**
Stores at y.e.		717	**926**
Average sales per store	(000)	$1,528	**$1,536**

- ⇨Sales c.40% greater than No.2 brand in market
  - ⇨high store productivity
- ⇨Every store has a qualified diamontologist
- ⇨Successful development of off-mall formats
  - ⇨increase marketing leverage

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Jared

		2003/04	**2008/09**
Sales	(million)	$323	**$726**
Stores at y.e.		79	**171**
Average sales per store	(000)	$4,573	**$4,491**

- ⇨ Concept tested 1993 to 1997
- ⇨ Rolled out over last 10 years to be third largest mid market brand
- ⇨ National network TV advertising commenced Christmas 2007
- ⇨ At maturity store contribution rate and ROCE similar to mall brands

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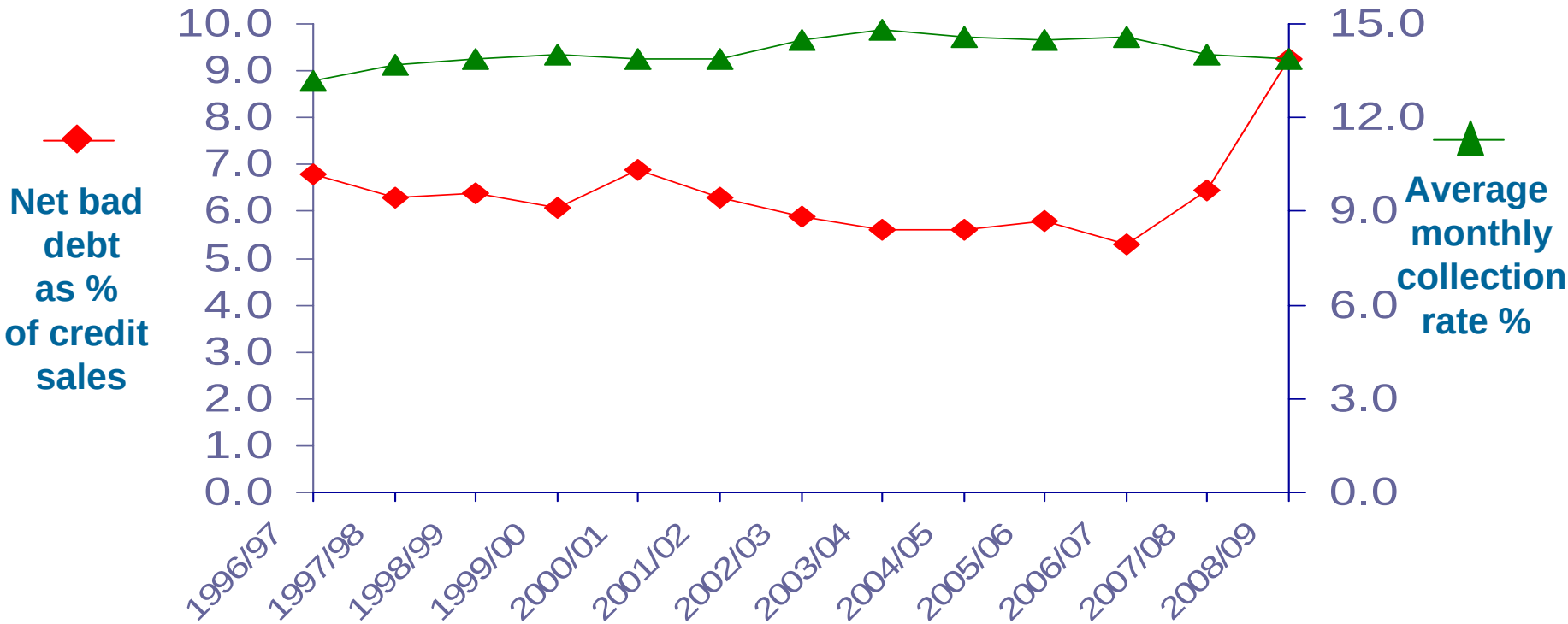
Reduce Space Growth

	Kay Mall	Kay Off Mall	Regionals	Jared[a]	Total	Change
Jan 2007	**772**	**60**	**341**	**135**	**1,308**	**11%**
Opened	23	45	21	19	108	
Closed	(6)	-	(11)	-	(17)	
Jan 2008	**789**	**105**	**351**	**154**	**1,399**	**10%**
Opened	27[b]	30	3	17	77	
Closed	(21)	(4)	(50)[b]	-	(75)	
Jan 2009 Expected	**795**	**131**	**304**	**171**	**1,401**	**4%**
Openings (forecast)	3	3	1	8	15	
Closures (forecast)	(6)	(2)	(52)	-	c.(60)	
Jan 2010 (forecast)	**792**	**132**	**253**	**179**	**c.1,356**	**(1)%**

a. A Jared store is equivalent to just over four mall stores in size
b. Includes 14 rebranded stores

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Receivables Performance



- Driven by macro economic factors
- Strict credit standards and procedures
- Monitor & adjust authorizations as appropriate
- Invest in credit collection procedures

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Reasons for In-house Credit

- Important element of jewelry sales transaction
- Credit risk hidden not eliminated by outsourcing
- Factors under our control
  - score cards
  - collection strategies
  - customer service
- Competitive sales advantage

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Proven Management

- Strategic record
  - strict investment disciplines
  - culture of continuous improvement
  - test before investing
- Ability to implement
  - depth of experience
  - systems & procedures in place
  - speed of response
  - driven by micro performance
- Consistency of execution

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Management Priorities in 2010

- Reinforce position as market leader
  - leverage competitive strengths
  - maximise gross merchandise dollars
- Reduce risk
  - meaningful expense saving program
  - eliminate space growth
- Cash generation
  - maximize profit
  - significant inventory reduction
  - greatly reduced capital expenditure

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US Sales Initiatives

- Support store staff
  - maintain focus on training
- Merchandising
  - offer superior value in unbranded ranges
  - further develop exclusive collections
- Focus on network television advertising
- Same store sales down 2.7% in first 7 weeks
  - Valentine's Day trading stronger than the remainder of the period
  - timing of Easter adverse by about 1%
  - outlook very uncertain

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US Expense Initiatives

- Expense pressures
  - anticipate 1% to 2% inflation
  - negligible net space impact
  - further increase in bad debt
- $100 million expense savings planned
  - store related
  - home office related
  - advertising
- $13 million one-off benefit from change in vacation policy

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US Inventory Initiatives

- Net change in space neutral
- Elimination of remaining rough inventory
- Minimize non-productive inventory
- Focus on GMROI
  - be responsive to consumer buying patterns
  - accelerate clearance process
- Reduce ‘open to buy’
- C.$90 million inventory reduction target

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US Capital Expenditure Initiatives

$ million	Fiscal 2010 plan	**Fiscal 2009**	Fiscal 2008
New stores	14.9	**39.0**	60.1
Other stores	7.7	**17.3**	28.0
Other	13.0	**20.4**	23.0
Total	35.6	**76.7**	111.1

- New store capex down 62% in fiscal 2009
- Consistent historic investment
  - delay refits where appropriate
  - defer certain home office projects

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Profitable Market Share Opportunity

- Long term industry growth
- Fragmented sector
- Rationalization accelerating
- Gain share through improved store productivity
- Signet performance based on
  - superior retail execution
  - leading operating metrics
  - strong balance sheet
  - proven management

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Fiscal 2009 Sales

The Group has historically used constant exchange rates to compare period-to-period changes in certain financial data. This is referred to as 'at constant exchange rates' throughout this presentation and constitutes a "non GAAP financial measure". The Group considers this to be a useful measure for analysing and explaining changes and trends in the Group's results. The impact of the re-calculation of sales at constant exchange rates, including a reconciliation to the Group's GAAP results, is analysed below.

	Fiscal 2009 as reported $m	Fiscal 2008 as reported $m	Change as reported %	Impact of exchange rate movement $m	Fiscal 2008 at constant exchange rates (non-GAAP) $m	Change at constant exchange rates (non-GAAP) %
US	2,536.1	2,705.7	(6.3)	-	2,705.7	(6.3)
UK, Channel Islands & Republic of Ireland	808.2	959.6	(15.8)	(119.9)	839.7	(3.8)
	3,344.3	**3,665.3**	**(8.8)**	**(119.9)**	**3,545.4**	**(5.7)**

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Fiscal 2009 Operating Loss

The Group has historically used constant exchange rates to compare period-to-period changes in certain financial data. This is referred to as 'at constant exchange rates' throughout this presentation and constitutes a "non GAAP financial measure". The Group considers this to be a useful measure for analysing and explaining changes and trends in the Group's results. The impact of the re-calculation of operating losses/income at constant exchange rates, and the impact of goodwill impairment and relisting fees, including a reconciliation to the Group's GAAP results, is analysed below.

	Fiscal 2009 as reported	Fiscal 2008 as reported	Change as reported	Impact of goodwill impairment and relisting	Fiscal 2009 re-calculated (non-GAAP)	Impact of exchange rate movement	Fiscal 2008 at constant exchange rates (non-GAAP)	Change at constant exchange rates (non-GAAP)
	$m	$m	%	$m	$m	$m	$m	%
US	(236.4)	265.2	n/a	408.0	171.6	-	265.2	(35.3)
UK, Channel Islands & Republic of Ireland	(37.4)	109.3	n/a	108.9	71.5	(13.7)	95.6	(25.2)
Unallocated	(23.5)	(15.8)	48.7	10.5	(13.0)	2.0	(13.8)	(5.8)
	(297.3)	**358.7**	**n/a**	**527.4**	**230.1**	**(11.7)**	**347.0**	**(33.7)**

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