SIGNET JEWELERS

Fiscal 2011 Q3 Results

November 23, 2010

KAY JEWELERS
Every kiss begins with Kay®
kay.com

JARED®
The Galleria Of Jewelry
jared.com

H.SAMUEL
THE JEWELLER

Ernest Jones
The Diamond & Watch Specialist

Forward Looking Statements & Other Disclosure Matters

Forward-Looking Statements - This presentation 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 presentation and include statements regarding, among other things, our 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, the merchandising, pricing and inventory policies followed by the 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 consumer credit, seasonality of Signet's business and financial market risks, deterioration in consumers' financial condition, exchange rate fluctuations, changes in consumer attitudes regarding jewelry, management of social, ethical and economic risks, inadequacy in and disruptions to internal controls and systems, changes in assumptions used in calculating pension assets, and risks relating to our being a Bermuda corporation.

For a discussion of these and other risks and uncertainties which could cause actual results to differ materially, see the "Risk Factors" section of the Signet's Fiscal 2010 Annual Report on Form 10-K filed with the U.S. Securities and Exchange Commission on March 30, 2010. Actual results may differ materially from those anticipated in such forward-looking statements. Signet undertakes no obligation to update or revise any forward-looking statements to reflect subsequent events or circumstances, except as required by law.

Non-GAAP Measures - Certain financial measures 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 Signet's press release dated November 23, 2010 available on Signet's website, www.signetjewelers.com or to the appendix of this presentation.

Correction of Immaterial Error – During the third quarter of Fiscal 2011, Signet changed the period of revenue and cost deferral for its extended service plans. Signet has adjusted in this quarter for the affected prior periods. Please refer to the press release and Form 8-K for additional information regarding the correction of the immaterial error.

SIGNET JEWELERS

Third Quarter Highlights

- Third quarter results
  - same store sales up 7.2%, US division up 9.7%
  - 390 bpts improvement in operating margin
  - return to third quarter profitability
- Free cash flow[1] now anticipated to be at upper end of $225 million to $275 million target range before prepayment of private placement notes and related "Make Whole" payment

1 Net cash provided by operating activities less net cash flows used in operating activities; non-GAAP measure, see slide 25

SIGNET JEWELERS

Sales Performance

	Q3			Year to Date		
	US	**UK**	**Total**	**US**	**UK**	**Total**
Sales Fiscal 2011 $m	497.0	144.8	641.8	1,737.2	429.7	2,166.9
Sales Fiscal 2010 $m	457.0	154.4	611.4	1,626.4	450.4	2,076.8
Change in sales	%	%	%	%	%	%
Same store sales	9.7	(0.6)	7.2	7.5	(0.5)	5.8
Space impact	(0.9)	(2.0)	(1.2)	(0.7)	(1.6)	(0.9)
Change at constant exchange rate	8.8	(2.6)	6.0	6.8	(2.1)	4.9
Exchange translation impact	—	(3.6)	(1.0)	—	(2.5)	(0.6)
Total sales as reported	8.8	(6.2)	5.0	6.8	(4.6)	4.3

SIGNET JEWELERS

Third Quarter & YTD Results

	Q3		Year to Date	
	2011 $m	2010 $m	2011 $m	2010 $m
Sales	641.8	611.4	2,166.9	2,076.8
Operating income/(loss), net	18.5	(5.9)	162.0	87.3
Net interest expense	(6.5)	(7.4)	(21.2)	(26.5)
Income/(loss) before income taxes	12.0	(13.3)	140.8	60.8
Income taxes	(6.0)	4.6	(45.8)	(19.2)
Net income/(loss)	6.0	(8.7)	95.0	41.6
Diluted earnings/(loss) per share	$0.07	$(0.10)	$1.10	$0.49

SIGNET JEWELERS

Performance Reconciliation

	Q3		Year to Date	
		% of sales		% of sales
Income before tax Fiscal 2010	**$(13.3)m**	**(2.2)%**	**$60.8m**	**2.9%**
Gross margin movement	$30.6m	3.5%	$90.2m	2.9%
Selling, general & admin. expense movement	$(4.2)m	0.9%	$(9.8)m	0.8%
Other operating income movement	$(2.0)m	(0.5)%	$(5.7)m	(0.4)%
Operating margin movement	**$24.4m**	**3.9%**	**$74.7m**	**3.3%**
Net interest movement	$0.9m	0.2%	$5.3m	0.3%
Income before tax Fiscal 2011	**$12.0m**	**1.9%**	**$140.8m**	**6.5%**

SIGNET JEWELERS

Free Cash Flow & Net Debt

	YTD Fiscal 2011	YTD Fiscal 2010
	$m	$m
Net Income	**95.0**	41.6
Adjustments to reconcile to cash flow by operations	**94.5**	95.0
Net income adjusted for non-cash items[1,2]	**189.5**	136.6
Change in operating assets & liabilities	**7.4**	212.5
Net cash flows used in investing activities	**(39.5)**	(30.3)
Free cash flow[1]	**157.4**	318.8
Facility amendment fees	**(1.3)**	(9.3)
Net change in common of shares	**2.0**	0.9
	158.1	310.4
(Net debt) at start of period	**(7.9)**	(470.7)
Foreign exchange impact	**(2.0)**	(0.4)
Net cash[1]/(net debt)[1] at end of period	**148.2**	(160.7)

1 Non-GAAP measure, see announcement dated November 23, 2010
2 Including depreciation and other non-cash adjustments

SIGNET JEWELERS

Financing Structure

- Amendments to Revolving Credit Facility
  - facility now fixed at $300 million
  - removes restrictions on capital expenditure and shareholder distributions
- Prepayment of Private Placement Note
  - interest expense saving of $101.7 million
  - ‘make whole’ payment of ~$47 million
  - net adverse impact on eps in Q4 Fiscal 2011 of $0.32
  - Estimated benefit to eps of $0.13 in Fiscal 2012

SIGNET JEWELERS

US Jewelry

"Further growth from a proven strategy"

JARED®
The Galleria Of Jewelry
jared.com

KAY®
JEWELERS
Every kiss begins with Kay.®
kay.com

SIGNET JEWELERS

US Sales Performance

	Sales	Same store sales	Change in sales	Change in ASP[1]
Q3 Fiscal 2011				
Kay	$276.3m	8.6%	7.4%	6.6%
Regionals	$56.3m	2.6%	(5.0)%	4.6%
Jared	$164.4m	14.3%	16.9%	6.9%
US division	$497.0m	9.7%	8.8%	8.0%
YTD Fiscal 2011				
Kay	$984.1m	4.9%	4.3%	5.9%
Regionals	$197.0m	2.2%	(6.6)%	0.9%
Jared	$556.1m	14.8%	17.8%	5.3%
US division	$1,737.2m	7.5%	6.8%	4.5%

1 Average selling price excluding charm bracelet category

SIGNET JEWELERS

US Operating Income

	Q3 Fiscal 2011		YTD Fiscal 2011	
Sales	$497.0m	8.8%	$1,737.2m	6.8%
Operating income, net	$25.7m	up $23.7m	$174.8m	69.7%
Operating margin	5.2%	up 480 bpts	10.1%	up 380 bpts

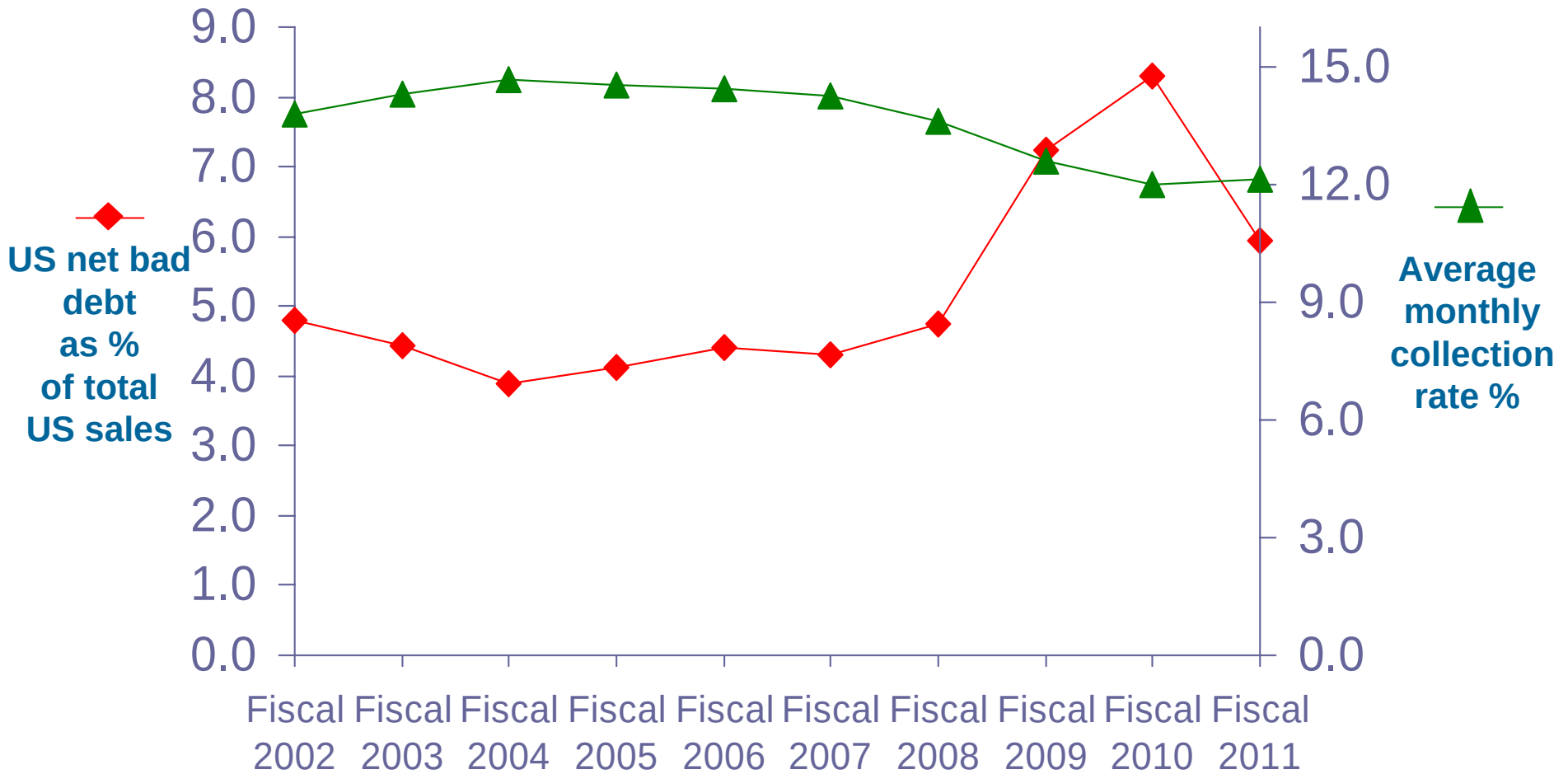
SIGNET JEWELERS

US Drivers of Performance

- Competitive strengths
  - highly motivated and trained sales staff
  - supply chain and merchandising
  - advertising support
  - high quality real estate
  - in-house customer financing
- Many competitors remain under financial pressure and/or operationally constrained
- Operational leverage:
  - sales performance
  - tight control of costs
  - improved bad debt performance

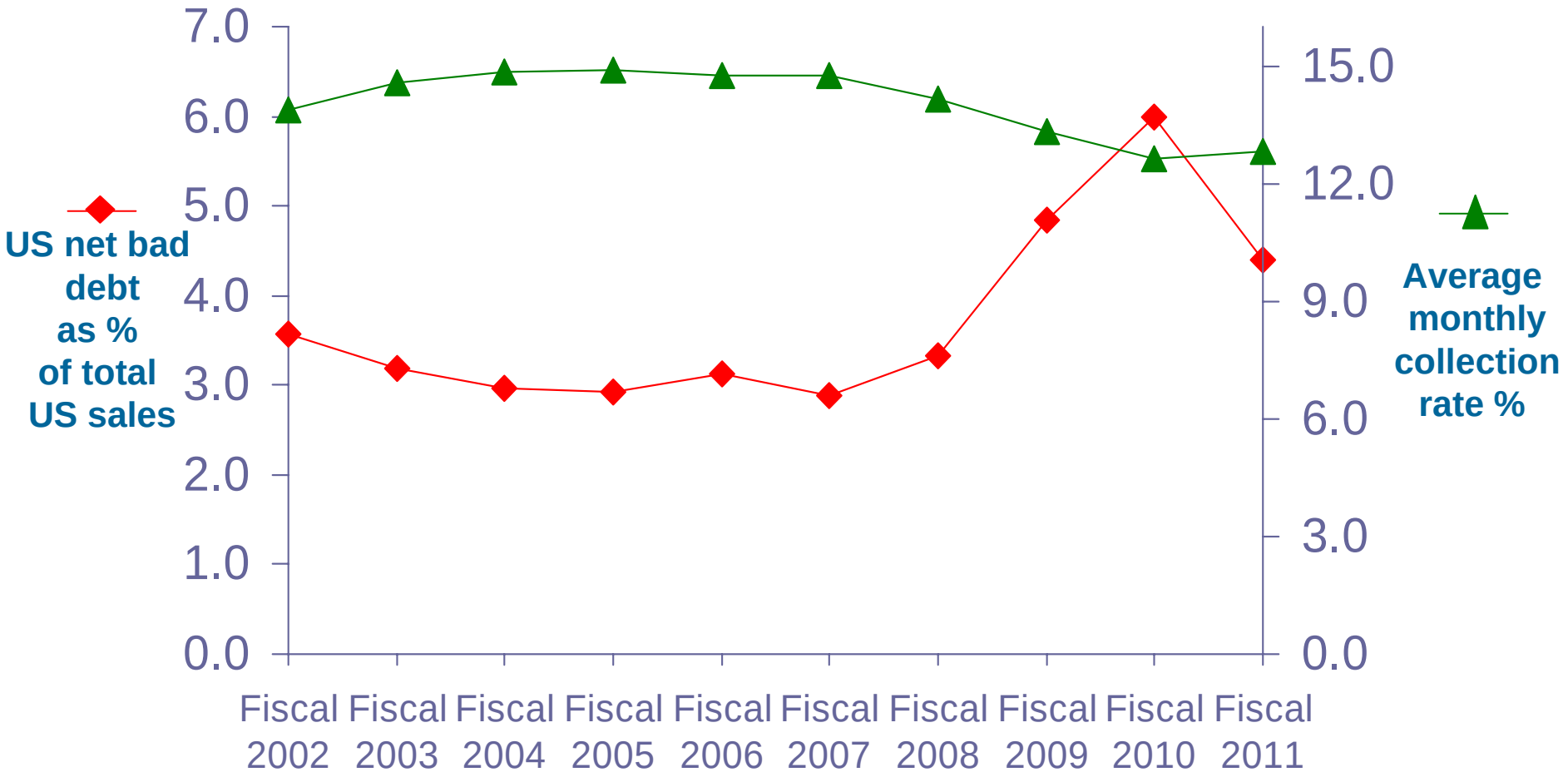
SIGNET JEWELERS

Improvement in Receivables During Q3



SIGNET JEWELERS

Improvement in Receivables Year To Date



SIGNET JEWELERS

Fiscal 2011 US Outlook

- Well prepared for Holiday season
  - enhanced competitive position within sector
- Fiscal 2011 US gross merchandise margin expected to be at least at last year's level
- Costs expected to be above plan
  - sales related expenses
  - Q4 advertising expenditure
- TILA impact in Fiscal 2011 continues to be expected to be $15 million - $17 million
- Absence of Fiscal 2010 non-recurring benefit of $13.4 million from change in vacation entitlement policy

SIGNET JEWELERS

UK Jewelry

"Making existing space work harder"

H.SAMUEL
THE JEWELLER

ERNEST JONES
THE DIAMOND & WATCH SPECIALIST

SIGNET JEWELERS

UK Performance

	Q3 Fiscal 2011				YTD Fiscal 2011			
	Sales million	Same store sales	Change in sales at CER[1]	ASP at CER[2]	Sales million	Same store sales	Change in sales at CER[1]	ASP at CER[2]
H.Samuel	$76.0	(1.6)%	(2.8)%	8.3%	$224.0	(1.6)%	(2.8)%	10.0%
Ernest Jones	$68.8	0.4%	0.4%	7.8%	$205.7	0.8%	0.7%	9.6%
UK division	$144.8	(0.6)%	(2.6)%	10.6%	$429.7	(0.5)%	(2.1)%	11.4%
Gross merchandise margin			no change				down 30 bpts	
Operating (loss)/income			$(1.6)m $2.0m improvement				$1.7m $5.6m improvement	

1 Change in sales at constant exchange rates, non-GAAP measure, In the third quarter, the exchange translation impact on the total sales of H.Samuel was (3.6)%, for Ernest Jones was (3.7)% and for the UK division was (3.6)%, and for the year to date was (2.5)% for H.Samuel, (2.6)% for Ernest Jones and (2.5)% for the UK division.

2 Constant exchange rate change in average selling price excluding charm bracelet category.

SIGNET JEWELERS

UK Drivers of Performance

- Challenging economic environment
- Price increases largely offset continued pressure on gross merchandise margin
  - customer responsive to ‘value’
- Strengthened competitive position
  - focus on customer service and staff training
  - merchandising initiatives
  - marketing support
  - improved in-store presentation

SIGNET JEWELERS

UK Outlook

- Challenging outlook
- Merchandising initiatives
- Gross merchandise margin expectation continues to be somewhat below Fiscal 2010
- Increased CRM program and TV advertising for H.Samuel
- Pound sterling operating costs remain tightly controlled

SIGNET JEWELERS

Signet's Strengths

- Market leader in sector undergoing rationalization
  - many competitors under operating and financial pressure
- Record of gaining market share
  - quality of sales people / customer service / in-store experience
  - ability to leverage supply chain leadership
  - development of differentiated merchandise
  - largest national TV advertising budget
  - superior real estate locations
  - in-house customer finance in US
- Balance Sheet strength and financial flexibility

SIGNET JEWELERS

Appendix

SIGNET JEWELERS

Exchange Translation Impact on Sales

Signet 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". Management considers this to be a useful measure for analysing and explaining changes and trends in Signet's results. The impact of the re-calculation of sales at constant exchange rates, including a reconciliation to GAAP results, is analysed below.

	13 weeks ended October 30, 2010	13 weeks ended October 31, 2009	Change as reported	Impact of exchange rate movement[1]	Change at constant exchange rates (non-GAAP)	Change at constant exchange rates (non-GAAP)
	$m	$m	%	$m	$m	%
US	497.0	457.0	8.8	—	457.0	8.8
UK, Channel Islands & Republic of Ireland	144.8	154.4	(6.2)	(5.7)	148.7	(2.6)
Sales	**641.8**	**611.4**	**5.0**	**(5.7)**	**605.7**	**6.0**

	39 weeks ended October 30, 2010	39 weeks ended October 31, 2009	Change as reported	Impact of exchange rate movement[1]	Change at constant exchange rates (non-GAAP)	Change at constant exchange rates (non-GAAP)
	$m	$m	%	$m	$m	%
US	1,737.2	1,626.4	6.8	-	1,626.4	6.8
UK, Channel Islands & Republic of Ireland	429.7	450.4	(4.6)	(11.5)	438.9	(2.1)
Sales	**2,166.9**	**2,076.8**	**4.3**	**(11.5)**	**2,065.3**	**4.9**

1 The exchange translation impact on the total sales of H.Samuel was (3.6)% and (2.5)%, and for Ernest Jones was (3.7)% and (2.6)%, respectively for the 13 and 39 week periods ended October 30, 2010.

SIGNET JEWELERS

Exchange Translation Impact on Operating Income

Signet 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". Management considers this to be a useful measure for analysing and explaining changes and trends in Signet's results. The impact of the re-calculation of operating income/(losses) at constant exchange rates, including a reconciliation to GAAP results, is analysed below.

	13 weeks ended October 30, 2010	13 weeks ended October 31, 2009	Change as reported	Impact of exchange rate movement	Change at constant exchange rates (non-GAAP)	Change at constant exchange rates (non-GAAP)
	$m	$m	%	$m	$m	%
US	25.7	2.0	nm	-	2.0	nm
UK, Channel Islands & Republic of Ireland	(1.6)	(3.6)	nm	-	(3.6)	nm
Unallocated	(5.6)	(4.3)	nm	0.1	(4.2)	nm
Operating income, net	**18.5**	**(5.9)**	**nm**	**0.1**	**(5.8)**	**nm**

	39 weeks ended October 30, 2010	39 weeks ended October 31, 2009	Change as reported	Impact of exchange rate movement	Change at constant exchange rates (non-GAAP)	Change at constant exchange rates (non-GAAP)
	$m	$m	%	$m	$m	%
US	174.8	103.0	69.7	-	103.0	69.7
UK, Channel Islands & Republic of Ireland	1.7	(3.9)	nm	-	(3.9)	nm
Unallocated	(14.5)	(11.8)	22.9	0.3	(11.5)	26.1
Operating income, net	**162.0**	**87.3**	**85.6**	**0.3**	**87.6**	**84.9**

nm=not material

SIGNET JEWELERS

Net Cash or Net Debt

Net debt is a “non GAAP financial measure”. Management considers it to be a useful additional measure for analyzing and explaining changes and trends in Signet’s financial position. It is calculated as set out below:

	October 30, 2010	January 30, 2010	October 31, 2009
	$million	$million	$million
Long-term debt	—	(280.0)	(280.0)
Loans & overdrafts	(266.7)	(44.1)	(20.3)
	(266.7)	(324.1)	(300.3)
Cash & cash equivalents	414.9	316.2	139.6
Net cash/(net debt)	148.2	(7.9)	(160.7)

SIGNET JEWELERS

Free Cash Flow

Free cash flow is a “non GAAP financial measure” defined as the net cash provided by operating activities less net cash flows used in investing activities. Management considers that this is helpful in understanding how the business generating cash from its operating and investing activities that can be used to meet the financing needs of the business. Free cash flow does not represent the residual cash flow available for discretionary expenditure.

	13 weeks ended		39 weeks ended	
	October 30, 2010	October 31, 2009	October 30, 2010	October 31, 2009
	$million	$million	$million	$million
Net cash provided by operating activities	(57.7)	54.1	196.9	349.1
Net cash flows used in investing activities	(25.1)	(12.8)	(39.5)	(30.3)
Free cash flow	(82.8)	41.3	157.4	318.8

SIGNET JEWELERS