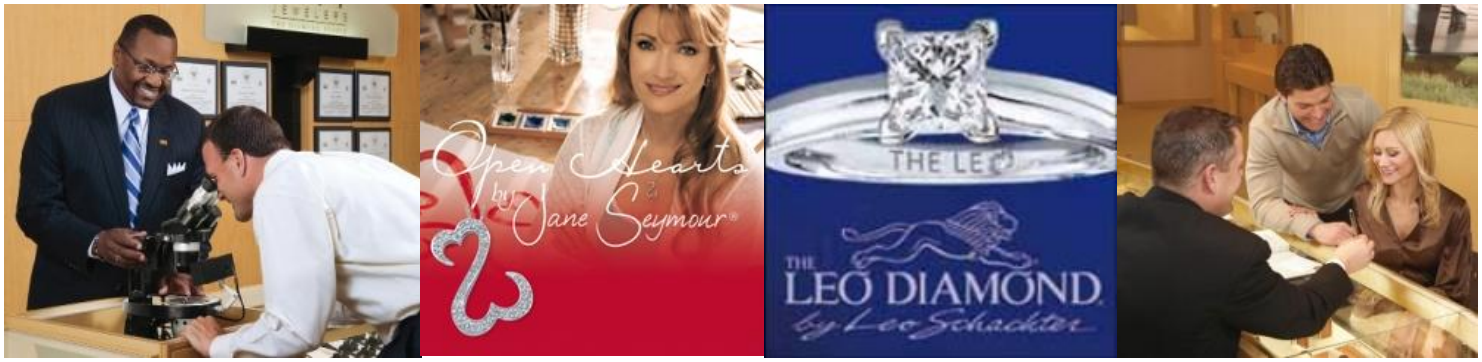


SIGNET JEWELERS

ICR XChange Conference

Wednesday, January 11, 2012



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, priorities, 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 environmental risks, inadequacy in and disruptions to internal controls and systems, changes in assumptions used in making accounting estimates relating to such items as extended service plans and pension, and risks relating to our being a Bermuda corporation.

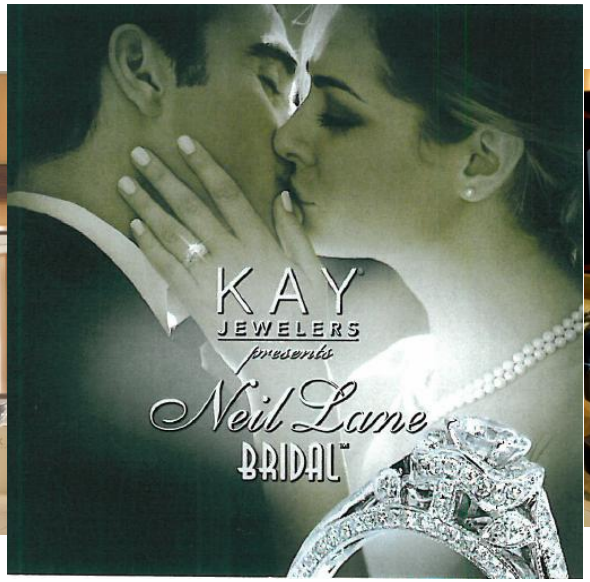
For a discussion of these and other risks and uncertainties which could cause actual results to differ materially, see the "Risk Factors" section of the Signet's Fiscal 2011 Annual Report on Form 10-K filed with the U.S. Securities and Exchange Commission on March 30, 2011. Actual results may differ 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.

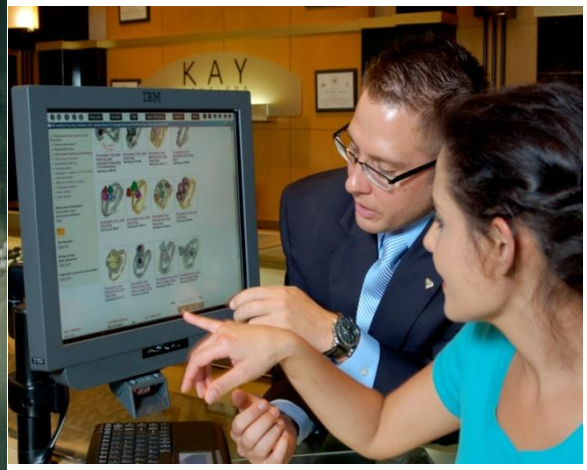
Non-GAAP Measures - Certain financial measures used during this presentation are considered to be 'non-GAAP financial measures'. For a reconciliation of these to the most directly comparable GAAP financial measures, please refer to Signet's press release dated January 10, 2012 available on Signet's website, www.signetjewelers.com or to the appendix of this presentation.

SIGNET JEWELERS

Signet Jewelers







- Sector leader in mid to upper middle markets
- Superior operating model & strong balance sheet
- Growth opportunities & major initiatives
  - branded merchandise
  - sales enhancing technology
  - long term space growth in US

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Significant Earnings Growth Expected

Holiday Sales Performance

- 9 weeks same store sales: Signet +7.8%, US +9.2%, UK +1.8%
- 48 weeks same store sales: Signet +9.4%, US +11.6%, UK +0.8%

Expectations for Fiscal 2012

- Income before income taxes $494 - $501 million
  - up 64% - 67%
  - up 42% - 44% excluding non-recurring item[1]
- Diluted earnings per share $3.67 - $3.72
  - up 58% - 60%
  - up 38% - 40% excluding non-recurring item[1]

Free Cash Flow[2]

- $230 – $240 million versus original target of $150 - $200 million

1. $47.5 million 'Make Whole' payment arising from prepayment of private placement notes on November 26, 2010, $0.34 per share, see slide 19.
2. Cash flows provided by operating activities less cash flows used in investing activities.

SIGNET JEWELERS

Largest US & UK Specialty Jeweler

Sales over $3,700 million – about 80% US / 20% UK



Kay Jewelers - #1 US mid market brand
Sales: about $1,800m Stores: 922 in 50 states



H.Samuel - #1 in UK
Sales: about £240m Stores: 338



Jared - #1 US Off-Mall "Category Killer"
Sales: about $950m Stores: 183 in 35 states

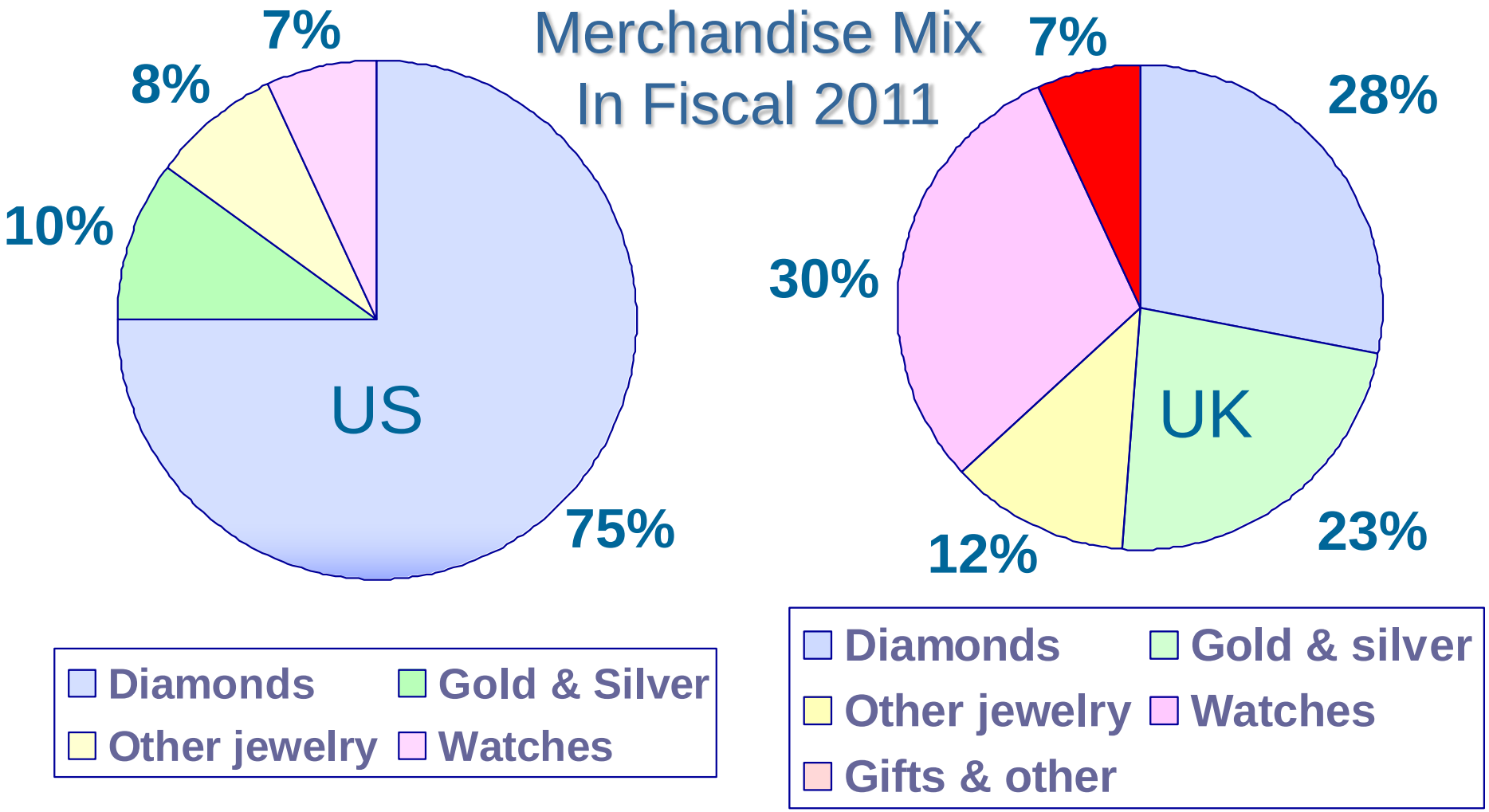


Ernest Jones - #1 UK upper middle market
Sales: about £200m Stores: 198

Sales for Fiscal 2012, store number at December 31, 2011

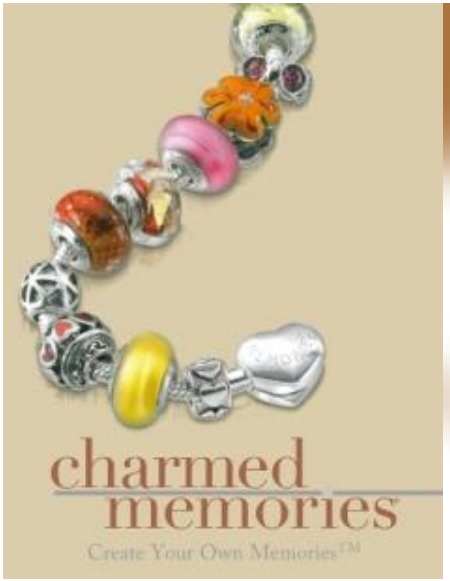
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Contrast Between US & UK

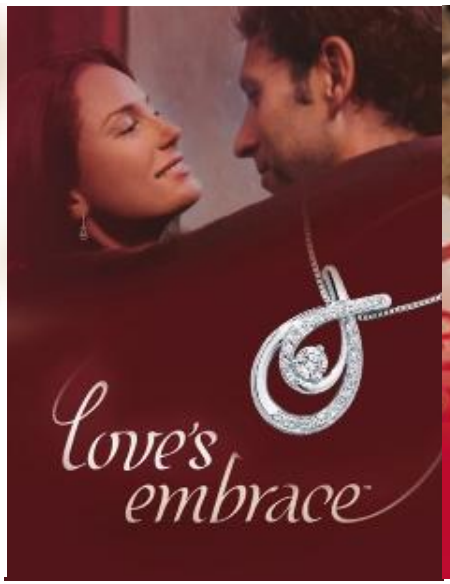


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Brands Driving Sales









- Creates a unique store destination
- Powerful selling proposition for sales associates
- Supported by national television advertising

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Strength of Comprehensive Marketing Program



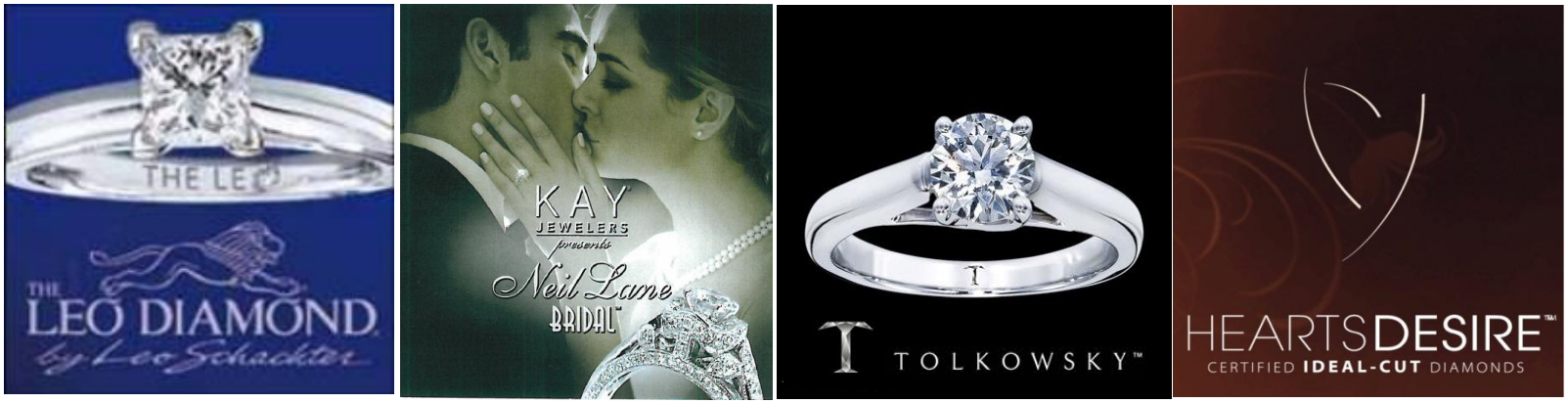






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Brands Driving Bridal Sales



- Leo Diamond®: recognized as the most successful branded diamond program
- Neil Lane Bridal®: rolled out to all stores over last 18 months
- Bridal contributing to growth in ASP

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Superior Customer Experience





- ⇨Best-in-class customer service
- ⇨Focus on training & development of sales associates
- ⇨Development of Customer Assisted Selling Systems

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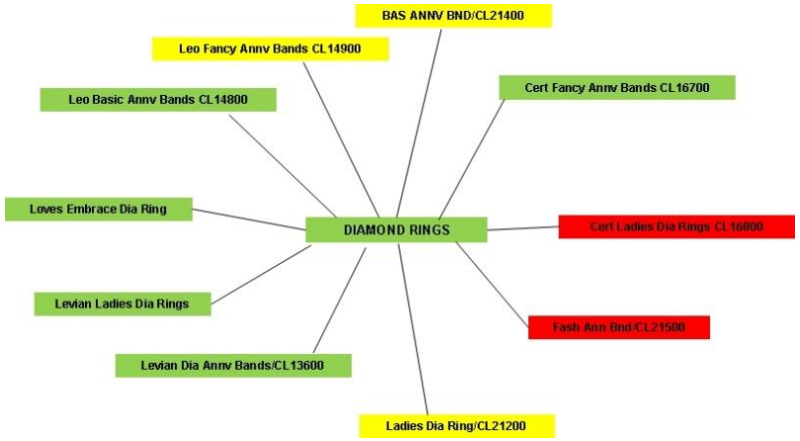
Credit – Key Facilitator of US Sales

- Specialized lending
  - particularly important in bridal sector
  - bridal purchaser characteristics are distinct
- Focus on selling jewelry not credit
  - 50% – 55% of US business transacted using in-house credit
  - rapid repayment period, typically under a year
  - average outstanding balance of ~$1,000
  - credit customer's lifetime value is 3.5x greater

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Merchandising & Supply Chain

- Superior merchandising team & systems
- Leading direct sourcing capabilities
- Record of merchandising innovation

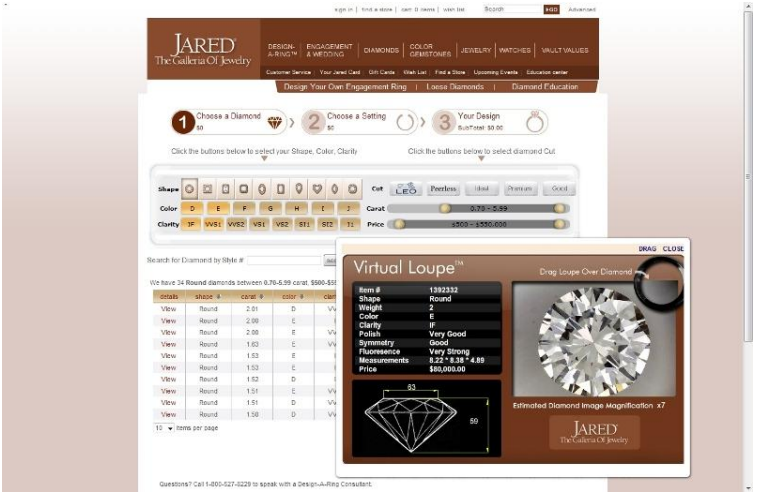




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Customer Assisted Selling Systems

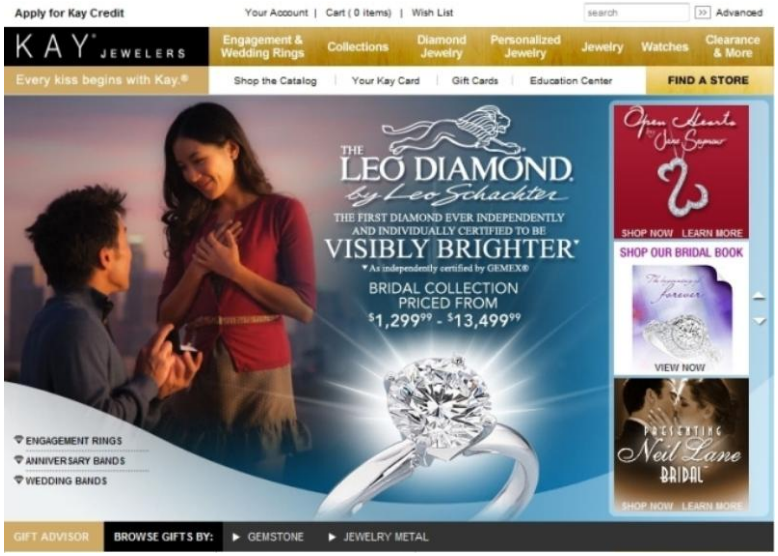
- Originally developed for Jared
- Extended to websites
- Now being expanded to Kay & UK division

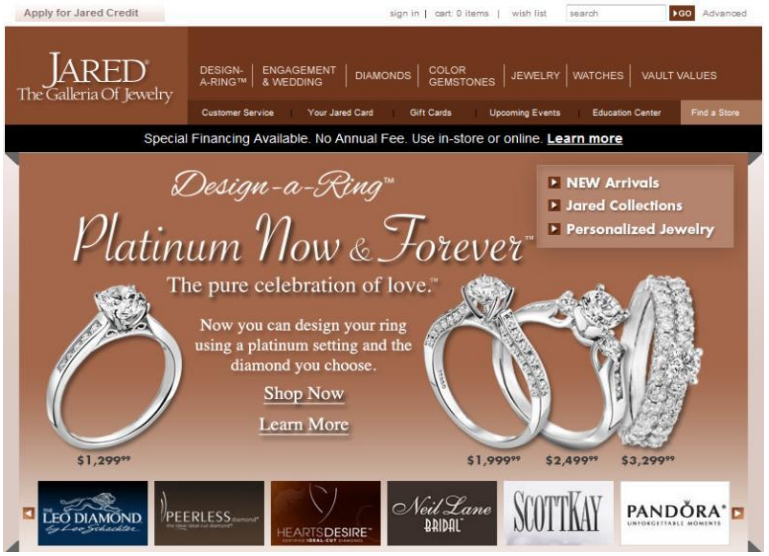


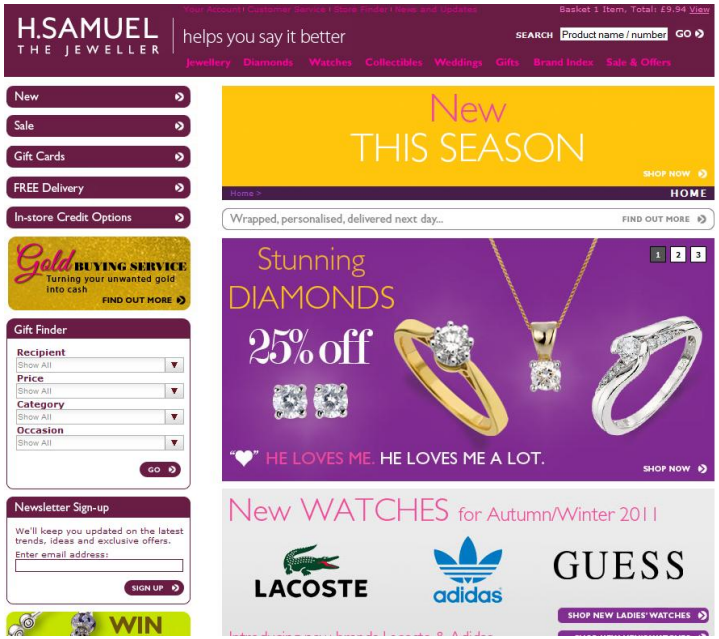


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Investing in Digital Media









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Long Term Space Growth

- Potential Kay store base of about 1,350
  - about 850 regional malls
  - about 500 off-mall locations
- Potential Jared store base of about 300





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Outlook for Fiscal 2013

- Focus on further strengthening competitive position to drive sales & store productivity
  - enhancing customer experience
  - investment in marketing
  - merchandising initiatives
- Increased capital expenditure
  - continued investment in store refurbishments
  - increased store openings
  - IT and sales enhancing technology

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Regulation G

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Impact of Non-recurring Item

On November 26, 2010, Signet incurred a $47.5 million non-recurring ‘Make Whole’ payment rising from the prepayment in full of its private placement notes. Management considers it useful to exclude this significant, unusual and non-recurring item to analyze and explain changes and trends in Signet’s results. The impact is shown below:

	Income before income taxes	Diluted EPS
	$ million	$
Fiscal 2011	300.4	2.32
Impact of ‘Make Whole’ payment	47.5	0.34
As Adjusted	347.9	2.66

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