

SIGNET JEWELERS

New York Investor Day

Monday, October 1, 2012

KAY JEWELERS | JARED The Galleria Of Jewelry | SIGNET JEWELERS | ERNEST JONES LOVE & LIFE | H.SAMUEL THE JEWELLER



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JEWELERS

Mike Barnes

Signet Jewelers Ltd.
CEO

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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 "targets," 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, security breaches and other disruptions to Signet's information technology infrastructure and databases, 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 2012 Annual Report on Form 10-K filed with the U.S. Securities and Exchange Commission (the SEC") on March 22, 2012. 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 Form 10 – K, filed with the SEC on March 22, 2012 available on Signet's website, www.signetjewelers.com.

Program





- Signet overview
- UK Division
- US Division
- Wrap up
- Questions
- Lunch
- Travel to stores
- Store tours
- Return to Manhattan

SIGNET JEWELERS

The Leading Specialty Retail Jeweler in the US





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"Our mission is to further enhance Signet's position as the market leader in both the US and the UK specialty retail jewelry markets by offering a unique customer experience and driving customer loyalty."



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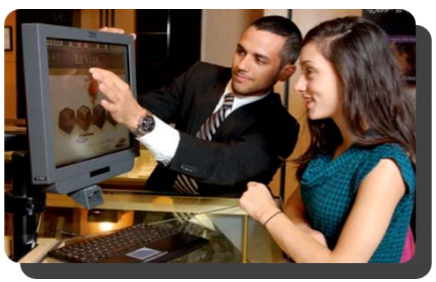



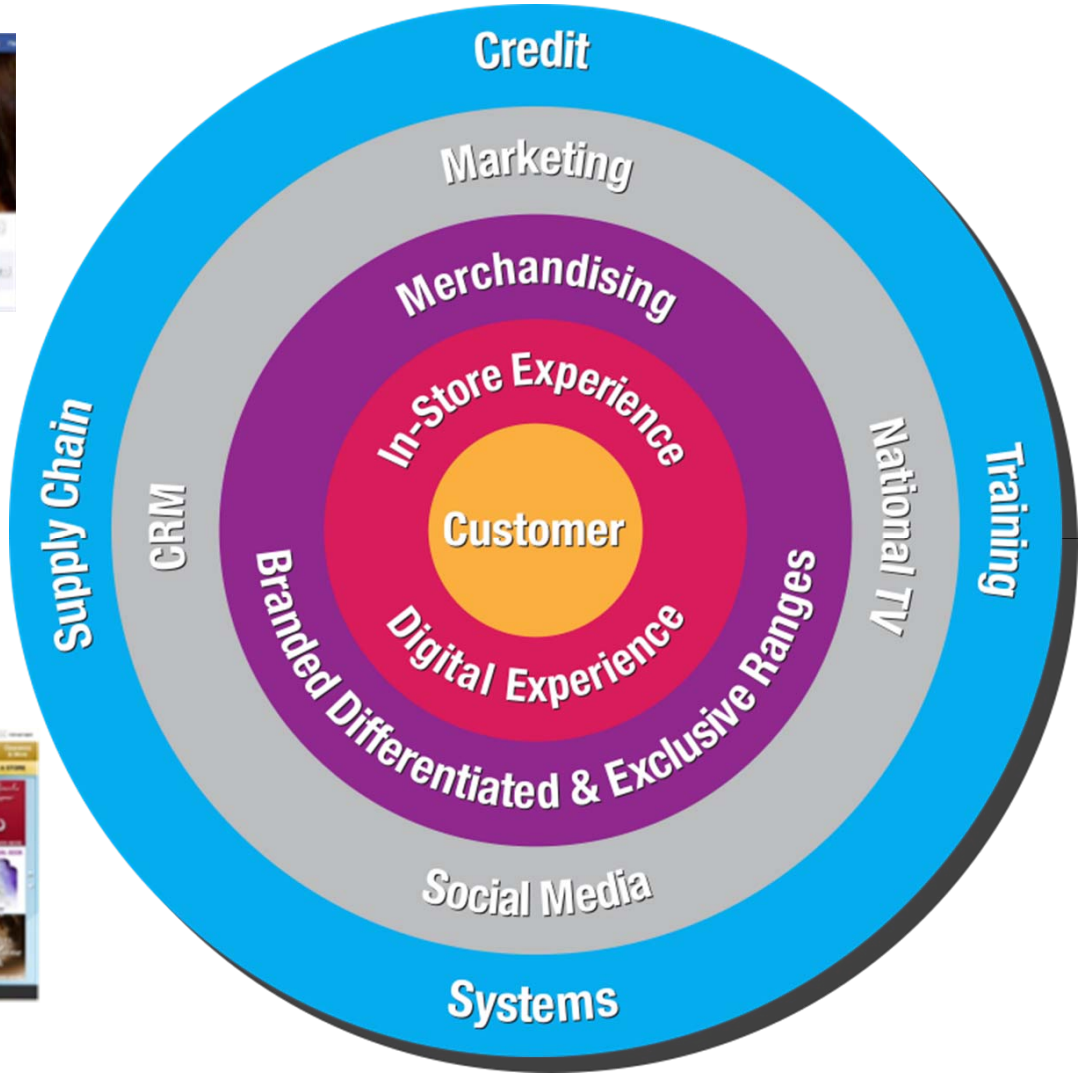





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THE LEO DIAMOND by Leo Schachter



Open Hearts by Jane Seymour®



LE VIAN®



Neil Lane BRIDAL®



Driving Customer Loyalty

Building Brand Equity

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Strategic Imperatives

- Training to enhance customer experience
- Grow brands & categories to delight customers
- Drive competitive strengths & infrastructure
- Drive long-term shareholder value

Increase Market Share & Drive Profit

Develop & Train Team Members

- Experienced and well trained team
- Sector-leading training methodologies
- Focused on enhancing customer experience



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Grow Brands & Categories to Delight Customers











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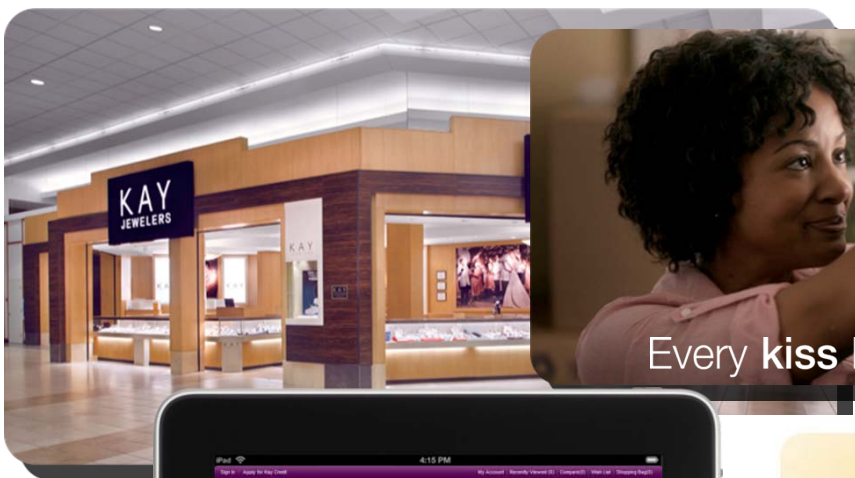
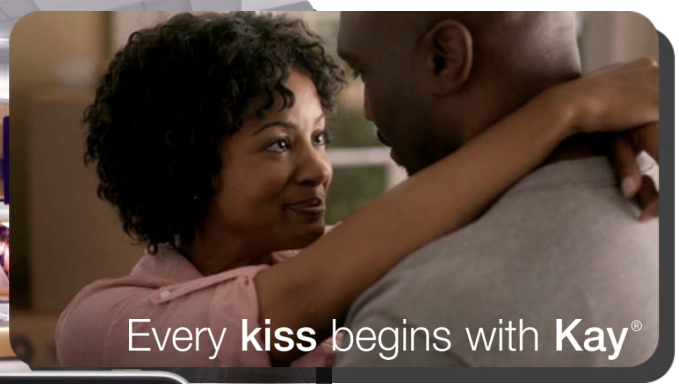
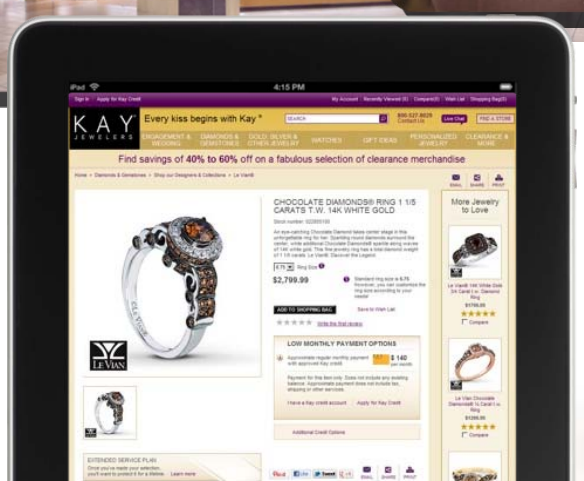
Driving Competitive Strengths

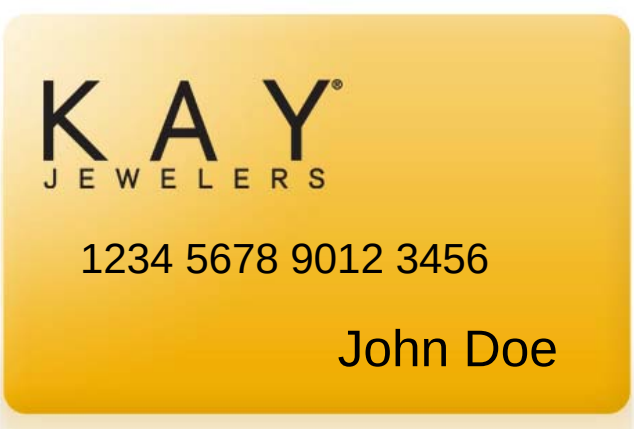














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Investments to Enable Growth



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Investment to Drive Shareholder Value

- Increase productivity within our store space
- Build new stores as shopping patterns evolve
- Information technology





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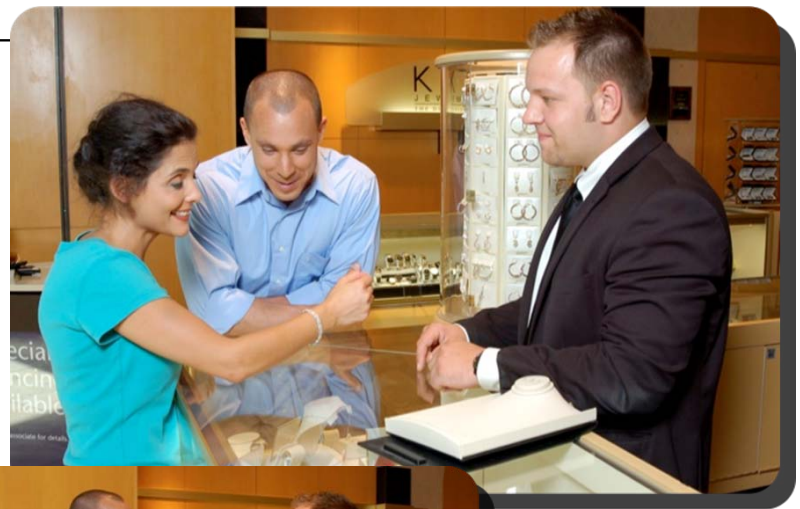
Management Approach

- Execute to trend
- Proactively manage expenses & assets
- Continuous improvement & innovation
- Gain profitable market share





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Sector Leader with Sustainable Competitive Strengths in a Very Fragmented Market



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UK Division

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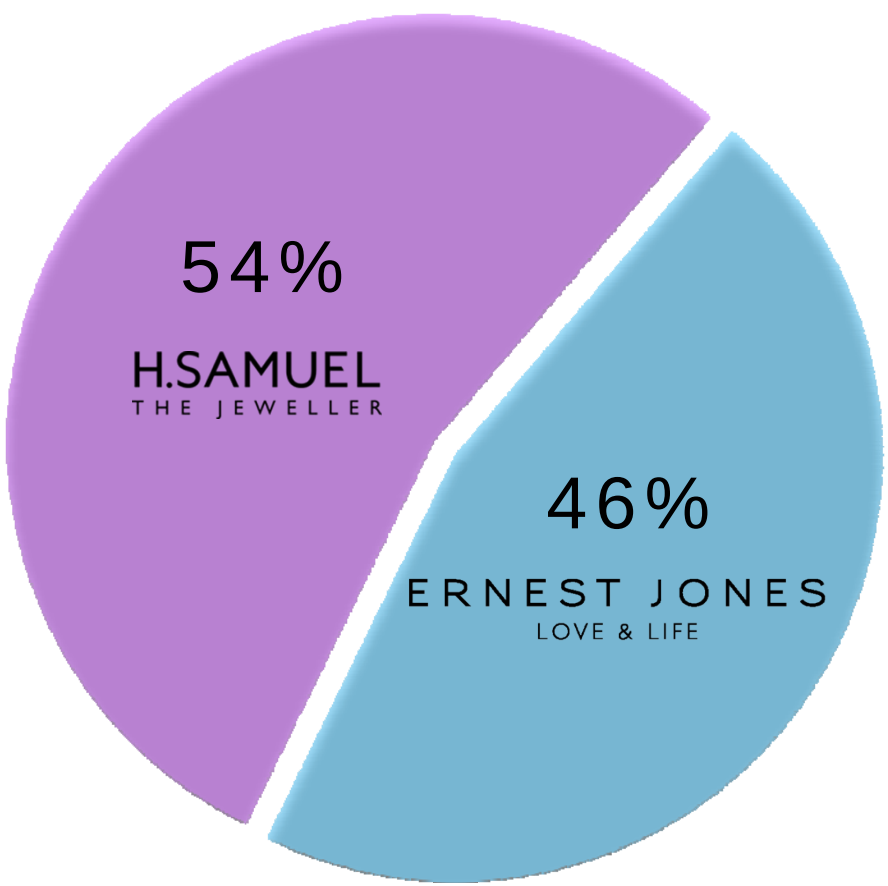
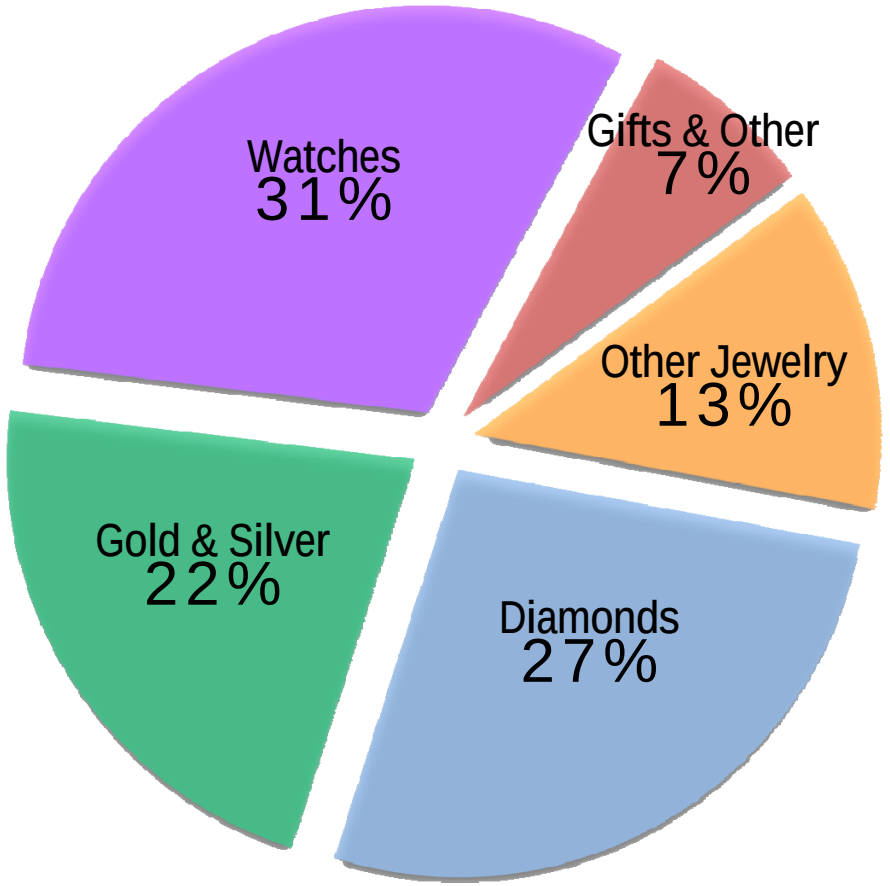
Sales and Merchandise Mix





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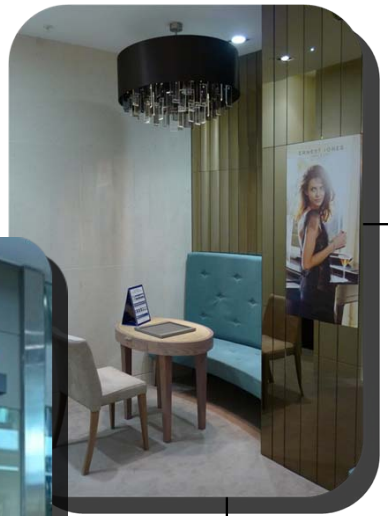
Building for the Future







- Objective to deliver 10% plus operating margin by Fiscal 2015 in the UK
- Build on market leadership
- Innovative merchandising
- Rationalize real estate portfolio
- Restructure operating costs

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Strengthening Brand Differentiation



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Diamond and Bridal Presentation



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Delighting Customers



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Strengthening Brand Differentiation

- Luxurious new store design
- Increased consultation areas and in-store boutiques



Strengthening Brand Differentiation

- Stronger brand presence with store-within-a-store



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Strengthening Brand Differentiation

- Branded boutiques featuring watches and jewelry



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Strengthening Brand Differentiation

- Increasing the prominence of LeVian in the UK



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Strengthening Brand Differentiation

- Select locations partnering with prestige watch companies with in-line boutiques



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Delighting Customers

TOLKOWSKY





THE LEO DIAMOND by Leo Schachter

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Continuing Our Growth in Digital Sales



- Developing in-store capabilities



- Further upgrades to digital capabilities

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Mark Light

President & CEO
US Division

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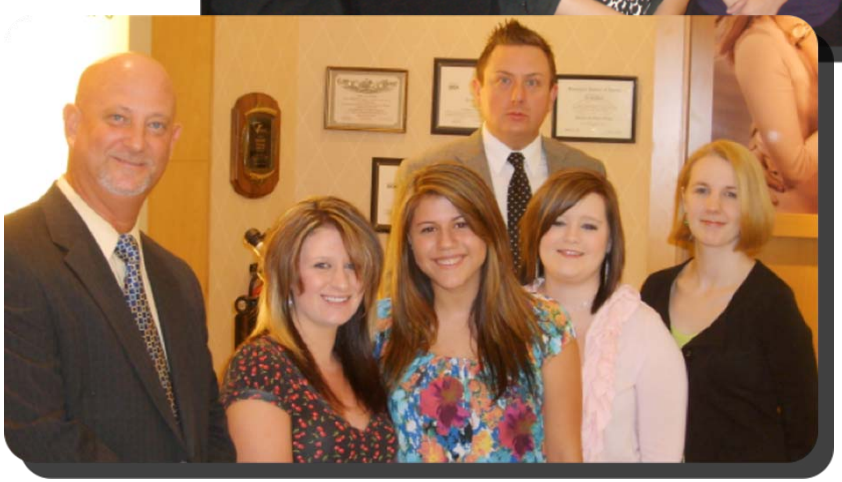
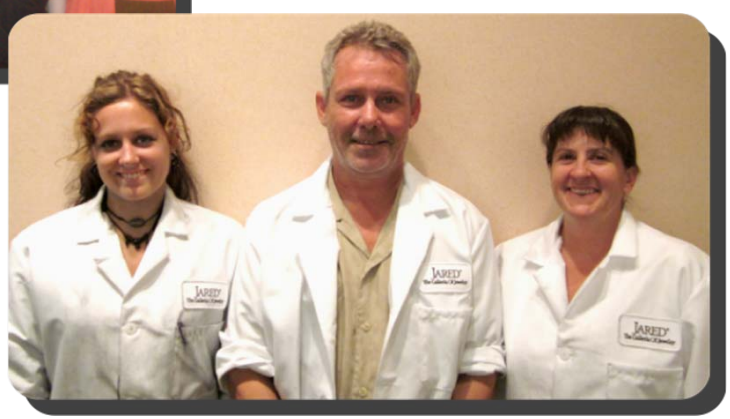
Our People Are Key to Signet's Success







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is the Largest in Sales of All Retail Jewelers in the US

"Ranked by National Jeweler"

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Specialty Retail Jewelry Market Share

10.4%

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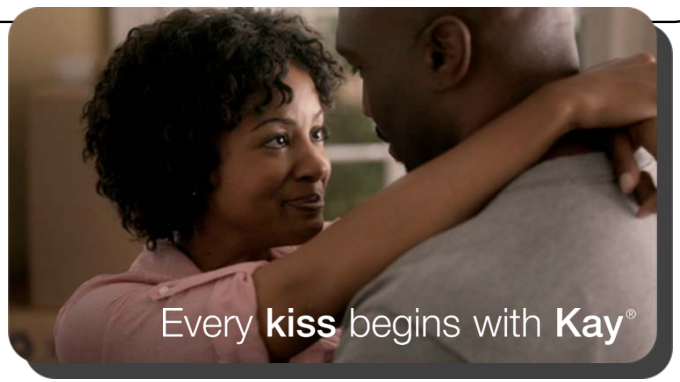
Building Brand Equity











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Key Initiatives





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THE LEO DIAMOND by Leo Schachter

Open Hearts by Jane Seymour®

Neil Lane BRIDAL

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Merchandising & Marketing Collaborate to Build Brands & Drive Results









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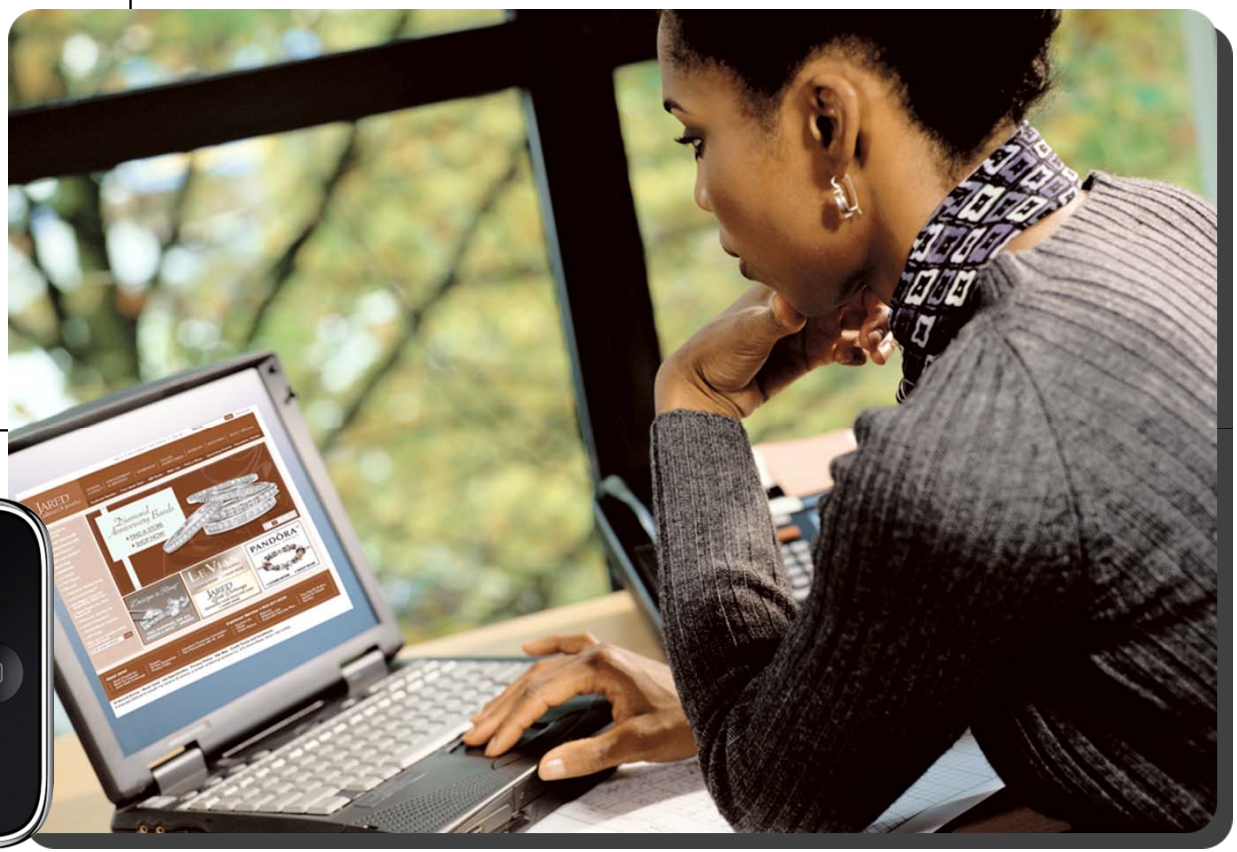
Key Initiatives

- New stores in FY13 - 48
- 80 Remodeled stores - FY13
- Potential of Kay & Jared space
  - 880 Kay Mall
  - 400 Kay Off-Mall
  - 150 Kay Outlet
  - 300 Jared

State of the Art Technology





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Social Media Engagement



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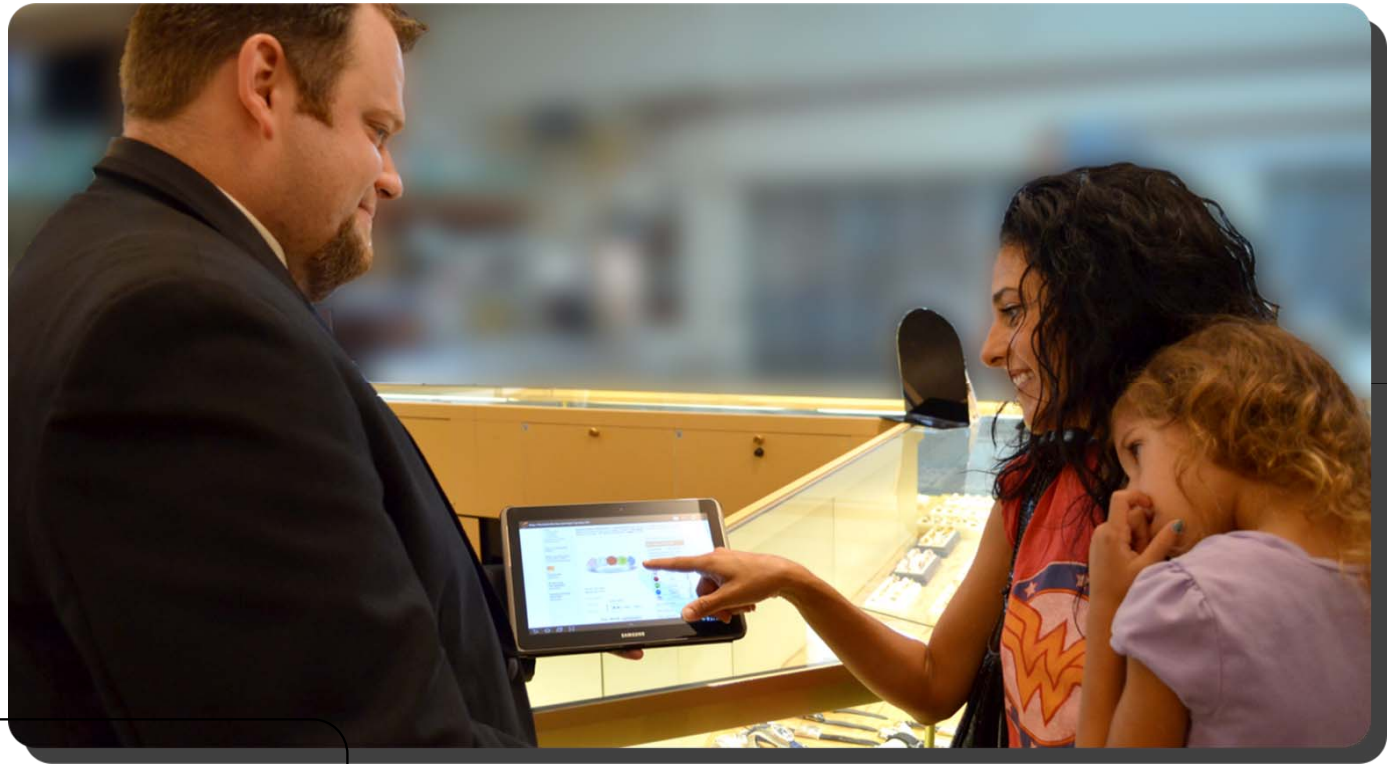

Enhances the Superior Customer Experience

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Repair Shop Quality Control System

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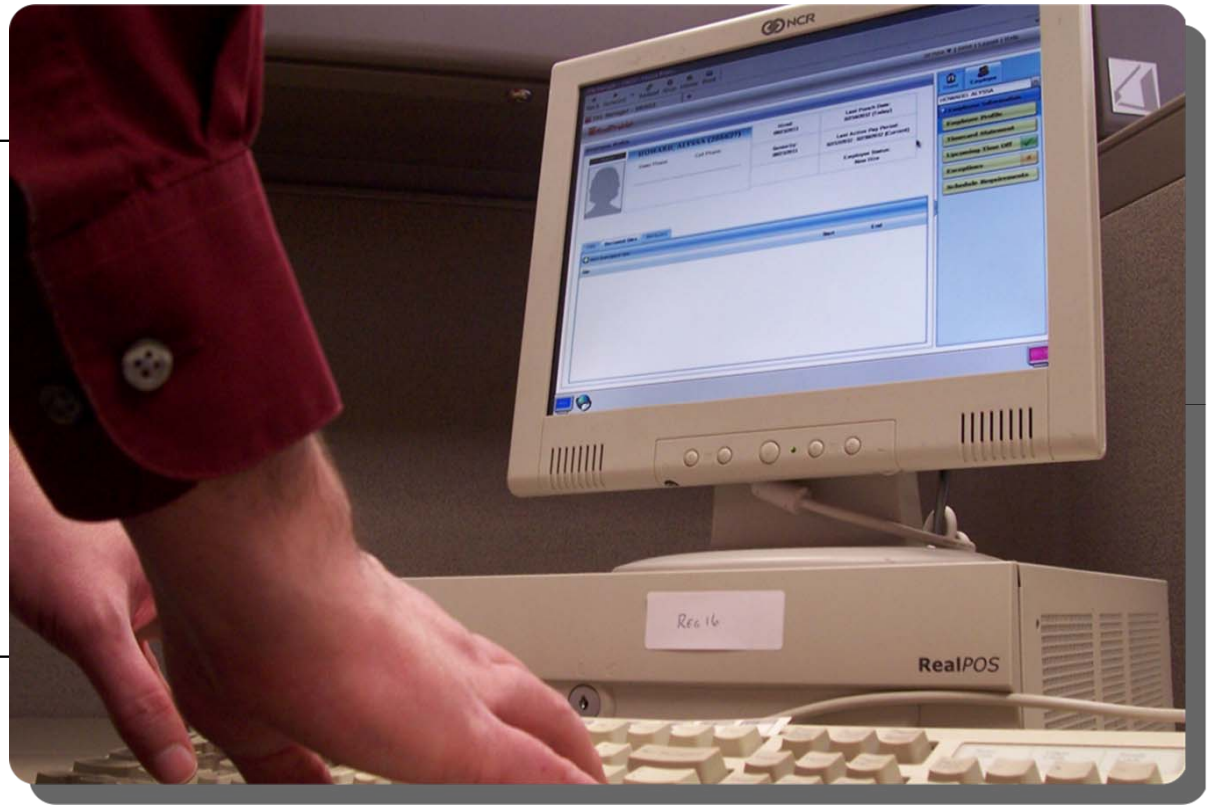
Driving Store Productivity



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Select Diamontaire with Rio Tinto

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Each Initiative is Designed to Maintain the Best-Equipped, Most Intelligent & Engaged Team in Jewelry Retail

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Coffee Break

Presentations are scheduled to resume at 10.40

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Ed Hrabak

Chief Operating Officer
US Division

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THE LEO DIAMOND
by Leo Schachter

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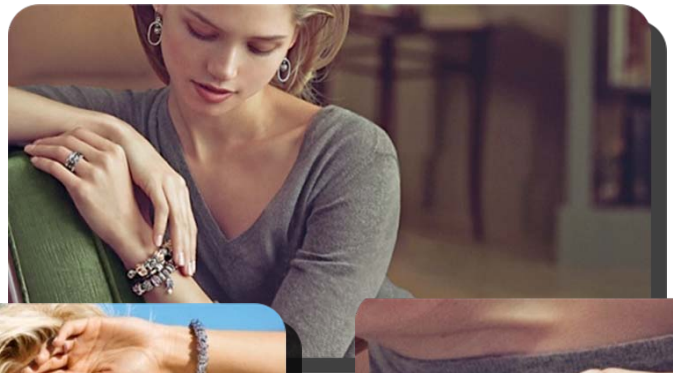
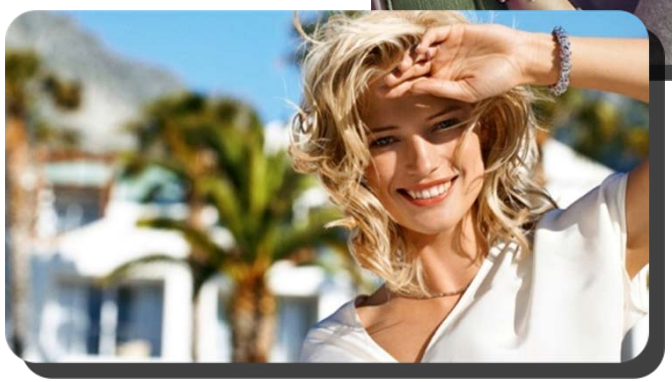
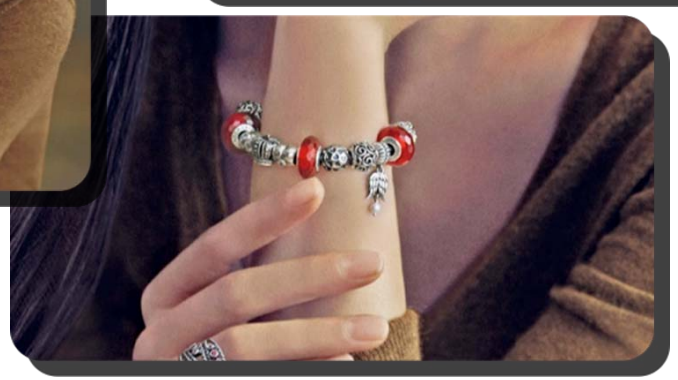
charmed memories











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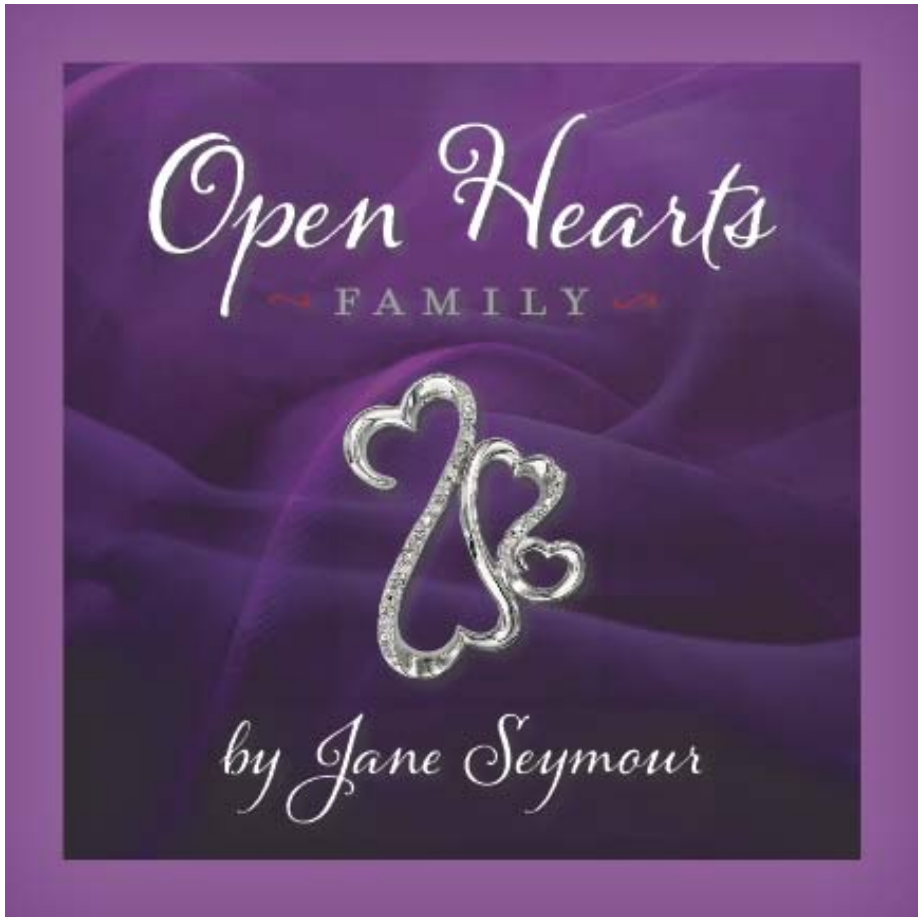

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TOLKOWSKY®



INVENTED BY TOLKOWSKY

PERFECTED BY TOLKOWSKY™

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Artistry DIAMONDS™



Blue Diamonds

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LOIS HILL



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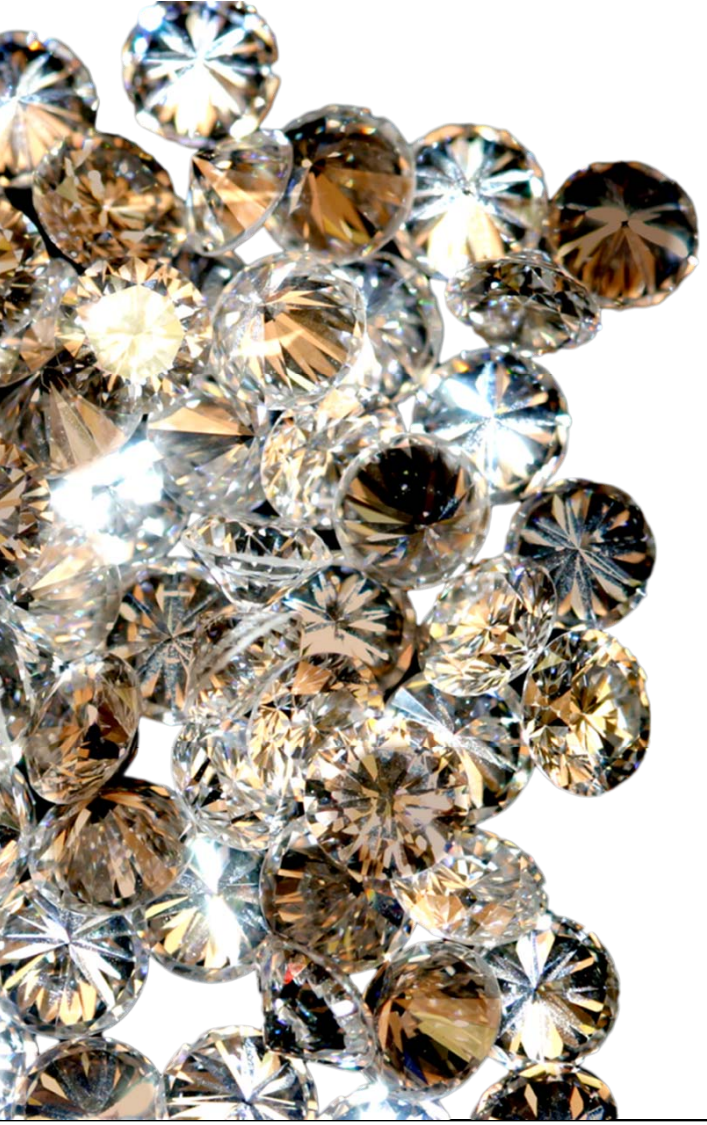

Shades of Wonder™

Rare, natural color diamonds. Unique wonders of Australia™

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Neil Lane



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Neil Lane Designs



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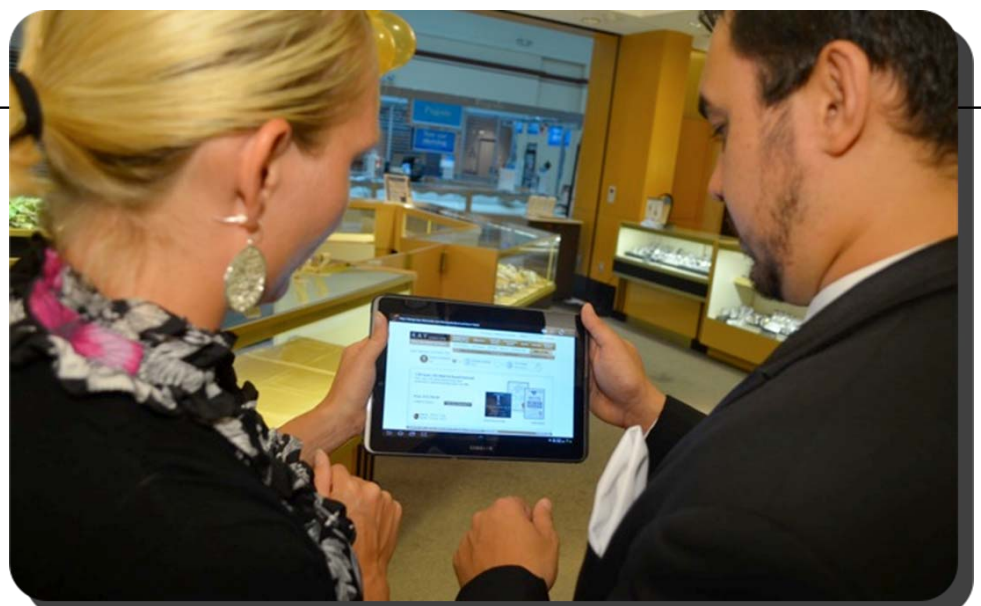
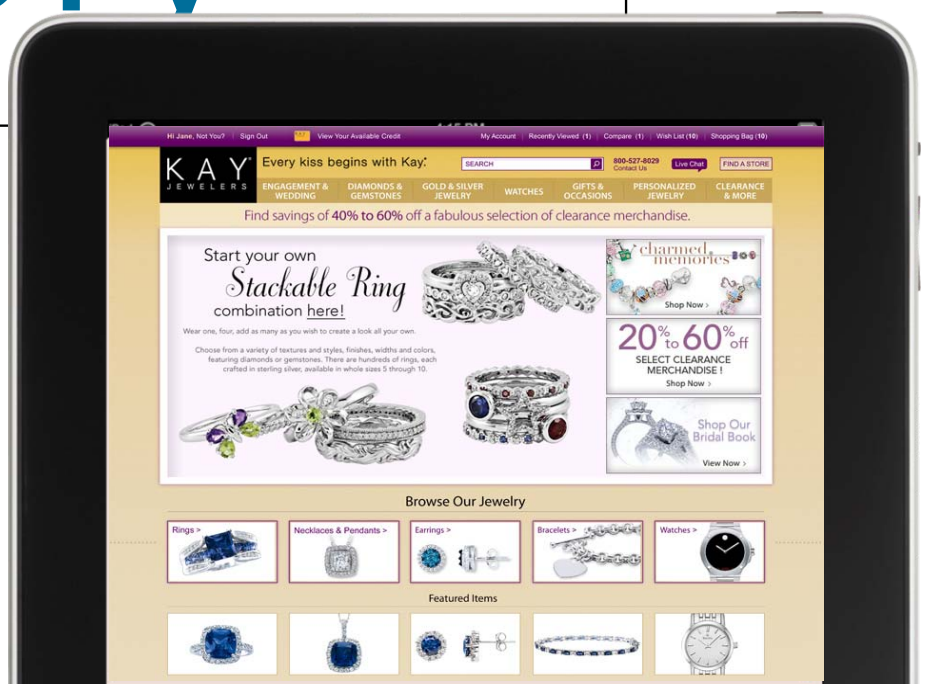
Virtual Inventory





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Personalized Jewelry is Becoming More and More Popular

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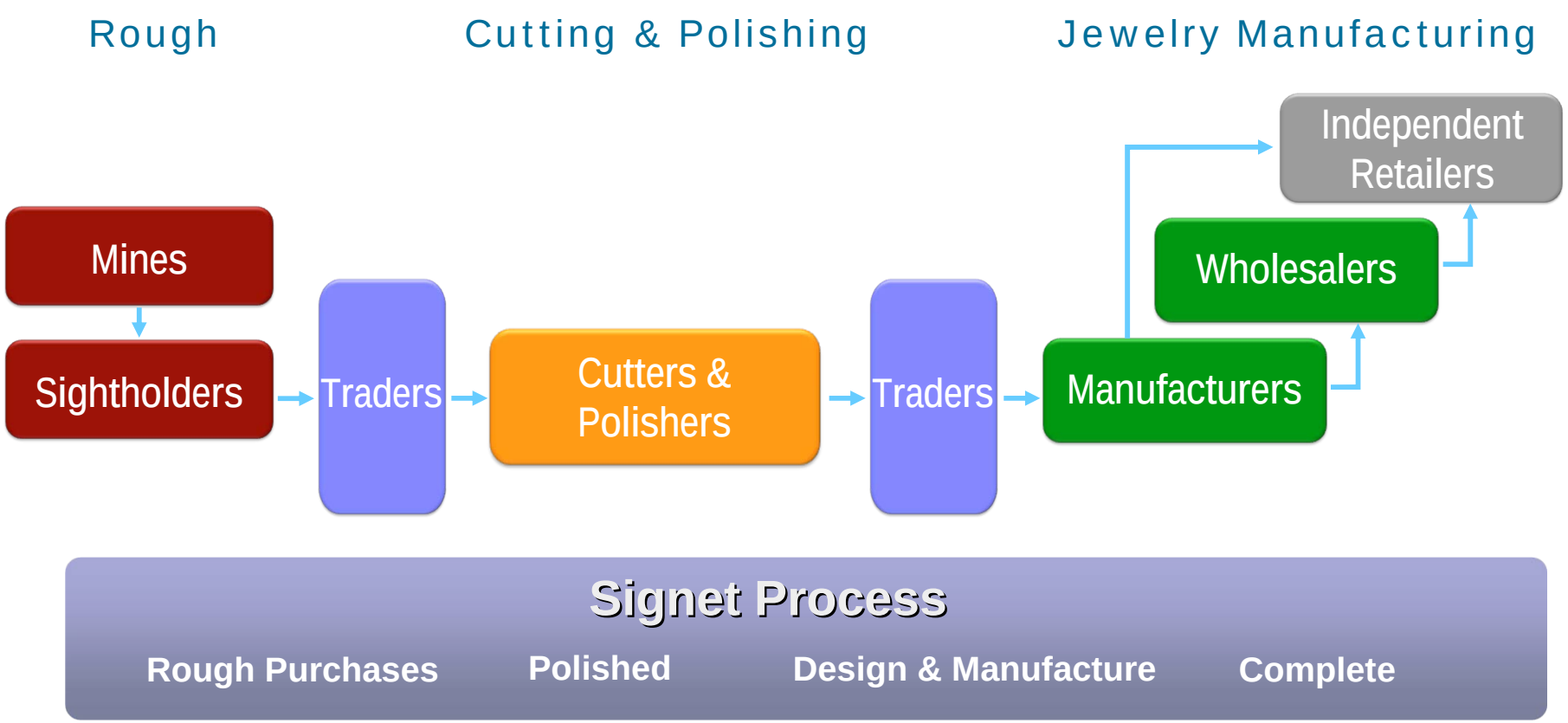
Strengthening Our Supply Chain



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Excellence in Execution



- Merchandising Leadership
- Supply Chain
- Inventory Management







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George Murray

SVP Marketing
US Division

Marketing Leadership

- $188M invested in FY12
- Multiple touch points
- Research driven
- CRM database of >25M purchasers

Market Leadership



Customer insight driven across the entire Company to create sustainable competitive strengths

He went to **Jared!**

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National Television Advertising

- Television remains the most influential medium in building brand awareness
- Increasing investment

Network Television – 2012 Holiday Season

- Upfront buy **gives** better ad placement and rates
- Proprietary sponsorships
- Product integration







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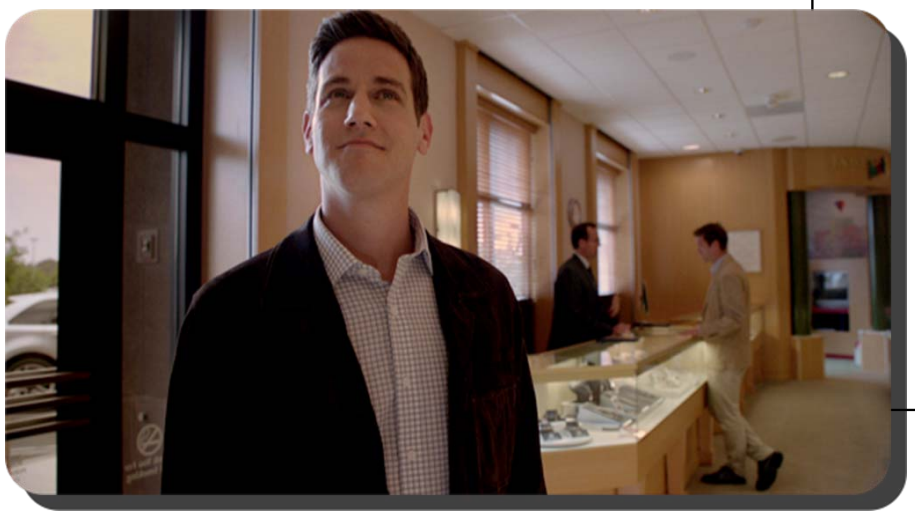

Television is the customer's #1 source for new product information

Neil Lane BRIDAL

Open Hearts by Jane Seymour®

THE LEO DIAMOND by Leo Schachter

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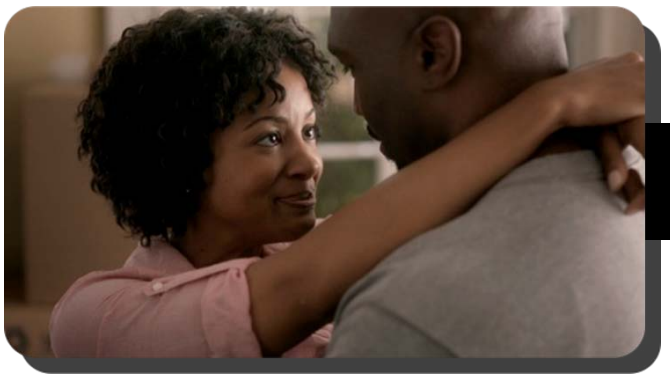
Building Brand Equity



Every **kiss** begins with **Kay**®



He went to **Jared!**

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Goal is to Become Best-in-Class in all Aspects of the Digital Eco-system

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Digital Investment

- Complete rebuild and redesign of websites
- Improved e-Commerce platforms
- Social media
- CASSi

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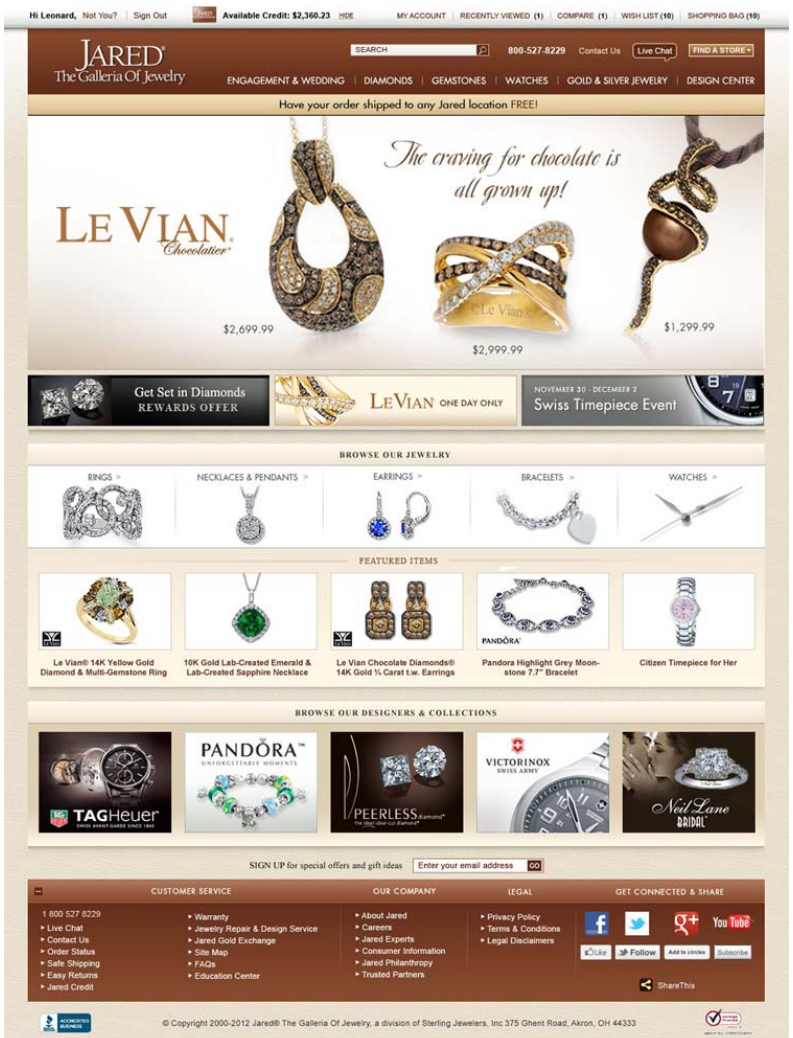



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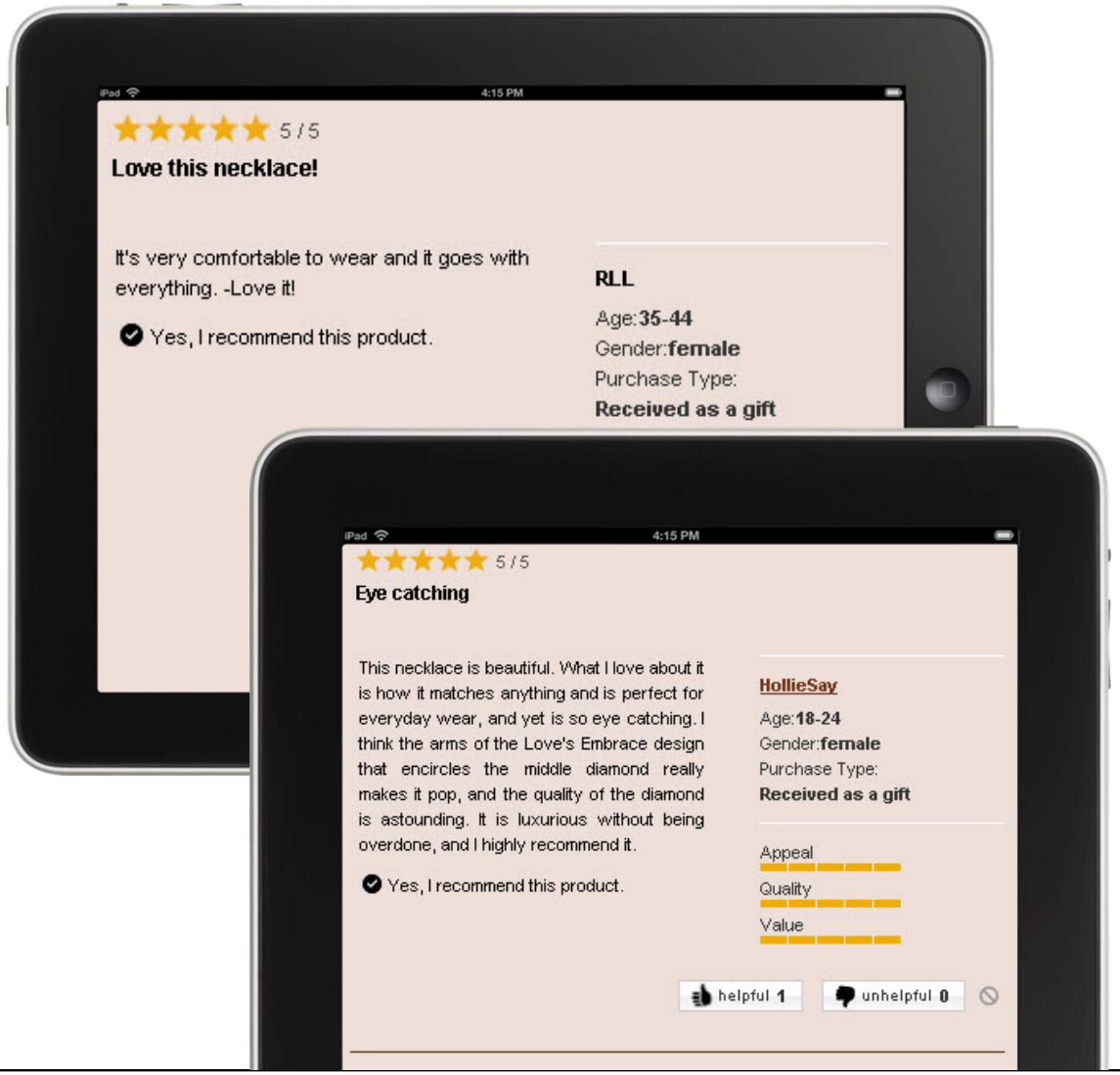

Customers use Ratings and Reviews to share and discuss their favorite products

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Social Media



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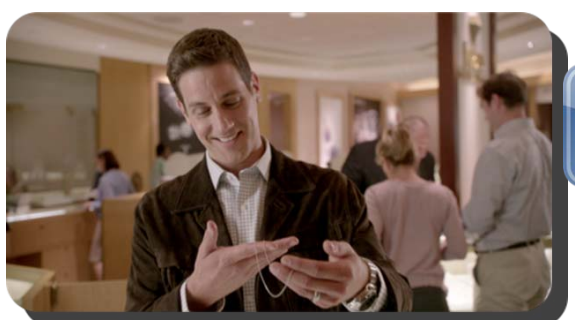
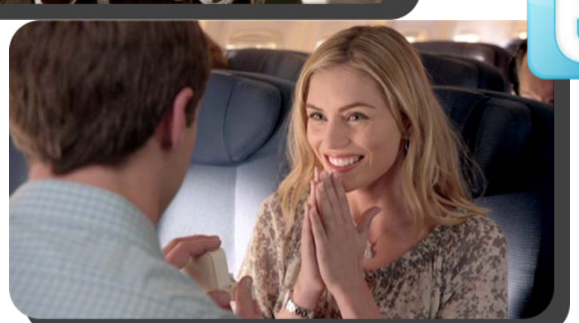
We Aim To Be Anywhere Our Customers Want Us To Be

















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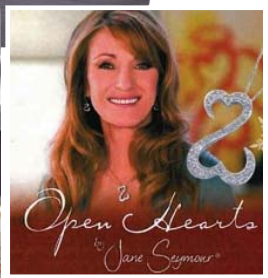





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Tryna Kochanek

SVP Field Operations
US Division

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Why is Signet Different?

Our People Make the Difference

- Every piece of jewelry requires personalized service
- A Signet Team Member represents the final two feet in the supply chain
- Team Members are knowledgeable and actively listen to customer needs



Our People

- Are there to assist in selecting the perfect piece of jewelry
- Are committed to delivering a superior customer experience



Specialized Training



DIAMOND COUNCIL of AMERICA

DCA

The Diamond Professionals

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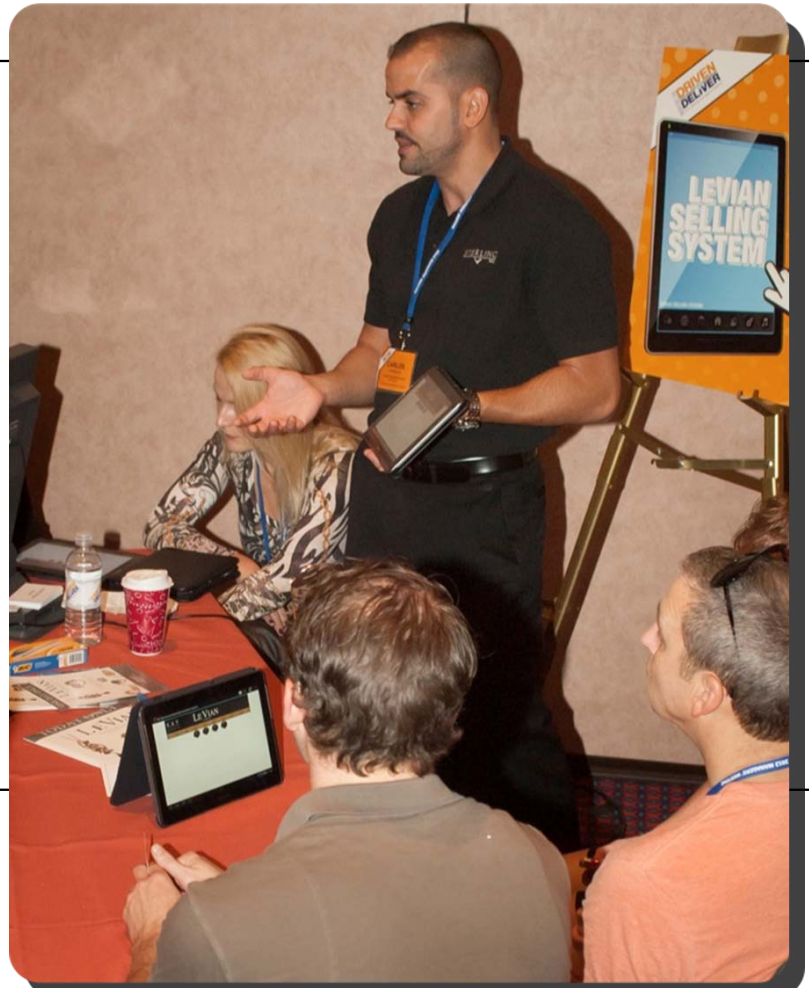
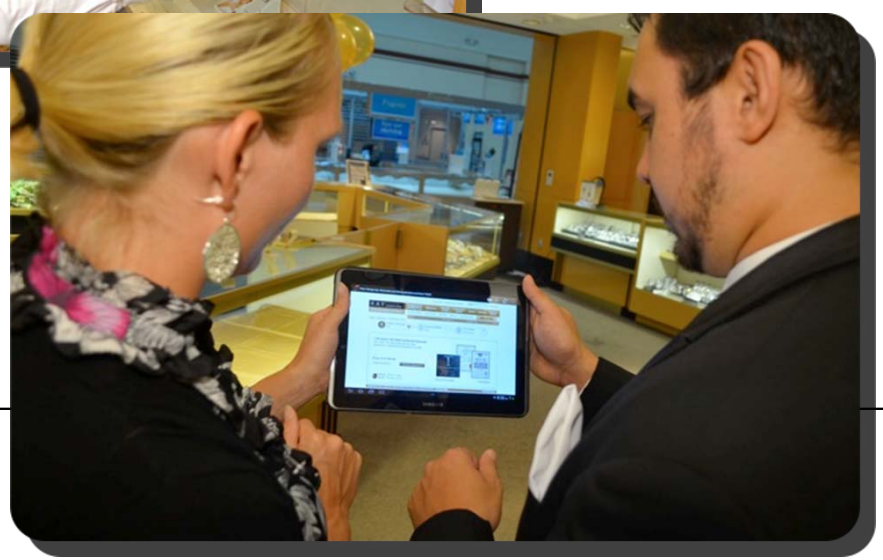
- We are performance-driven, with superior execution
- We recruit, motivate and retain the most qualified people to delight our customers







- Building lifelong careers
- Leading levels of retention

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Brands that Connect with Customers

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Proprietary Standards

- Performance monitored on daily basis
- Training to support success
- Identification of exceptional performance

Promotion From Within

- Each of our 126 District Managers and 18 Vice Presidents have operated one of our stores

Why Training Matters

- It's culturally motivating
- Foundation of building a career
- Everyone learns about brands, products and policies on day one
- Accumulated knowledge embedded in professional DNA

Training Materials

- 100% internally developed
- Based on research, employee needs and corporate initiatives

We are Training Business Managers and Customer Service Experts



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Why is Signet Different?

- A culture of building fulfilling, passionate, lasting careers
- Exceptional training and proven performance metrics
- Team Members who genuinely work to continuously improve





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Ron Ristau

Signet Jewelers Ltd.
CFO

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Credit:
Enabling Sales

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Benefits of In-House Credit

- Credit decisions are made in the context of the overall business
- Highly specialized credit decision models
- Process designed for rapid repayment and creating open-to-buy credit
  - 12% - 14% of outstanding AR balance collected monthly
- Strong credit performance
- Credit customer's lifetime value 3.5x greater than non-credit customers



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Managing Commodity Costs

- Goal is to maintain merchandise margin rate over time
- It is our responsibility to provide merchandise that meets customers' budget and quality requirements
- Innovative designs and materials assist us in maintaining key price points



Best-in-Class Inventory Management

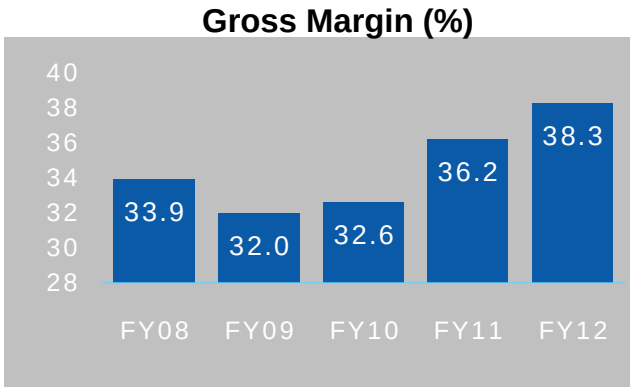
	Fiscal 2008	Fiscal 2009	Fiscal 2010	Fiscal 2011	Fiscal 2012
Inventory (Millions)	$1,453.6	$1,364.4	$1,173.1	$1,184.2	$1,304.1
% of Sales	39.9%	41.0%	35.8%	34.5%	34.8%

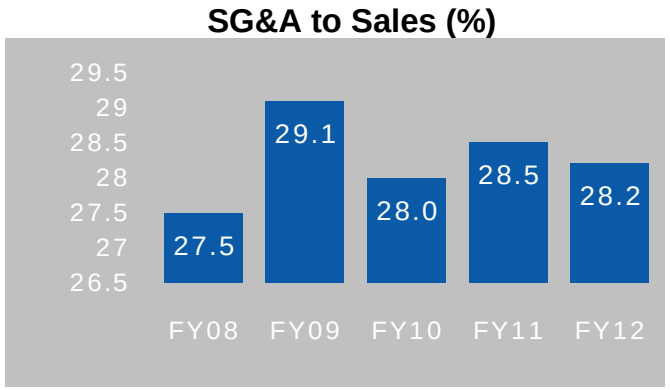
Key Points on Financial Business Model

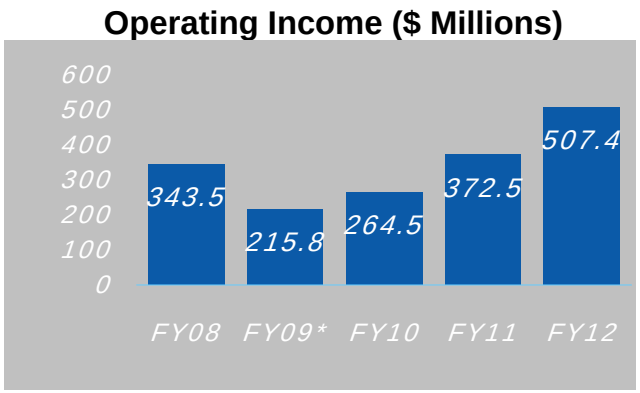
- 94% of operating income generated in US in Fiscal 2012
  - US main driver of value
  - UK performance stabilized and expect improvement in performance
- Proven business model delivering profit growth and cash generation

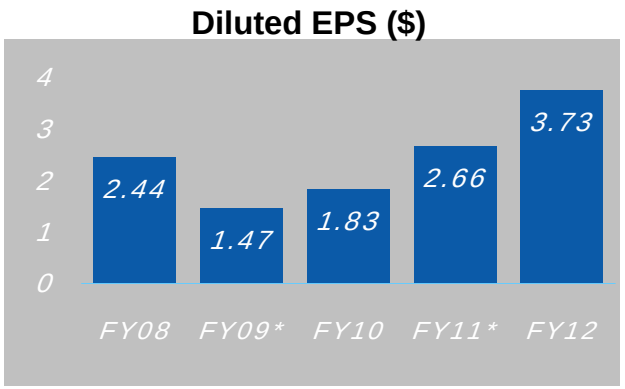


Proven Financial Performance









- **Fiscal 2009** excludes goodwill impairment and relisting costs ("items") of $516.9M and $10.5M, respectively. Operating income and diluted eps excluding items are non-GAAP measure.
- **Fiscal 2011** excludes impact of make whole payment of $0.34 per share relating to early redemption of loan notes. Diluted eps excluding items is a non-GAAP measure

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Growth in US Store Productivity



FY09
$1.525 Million



FY12
$1.899 Million



FY09
$4.473 Million



FY12
$5.157 Million

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Operating Margin Expansion



Driven by:

- Customer Experience
- Merchandising
- Marketing
- Investment in Productivity Technology
- Credit

* Excludes goodwill impairment and relisting costs (“items”) of $516.9M and $10.5M, respectively. Operating margin excluding items is a non-GAAP measure.

Cash Generation & Management

- Proven ability to generate cash
- Top priority is re-investing in the business
- Shareholder returns
  - Dividends
  - Share repurchase program
- Purchased 7.7% of outstanding equity
- Year end cash target of 7% - 9% of sales



Drivers of Future Earnings Growth

- Long term industry sales growth ~4%
  - Committed to gaining profitable market share
- Proven ability to prudently & thoughtfully manage expenses
- Distribution expansion through space growth and digital environment
- Business model drives free cash flow and creates opportunities





SIGNET JEWELERS

Mike Barnes

Questions and Answers

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