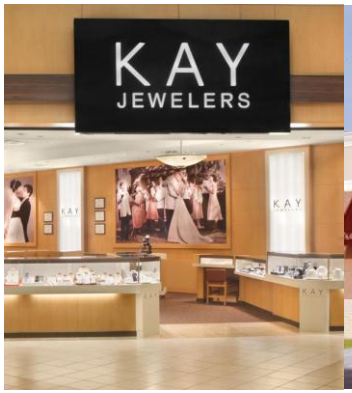








SIGNET
JEWELERS

September 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, 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 10-Q filed with the SEC on August 23, 2012 and is available on Signet's website, www.signetjewelers.com .

Why Invest in Signet

- Number 1 specialty jewelry retailer in US and UK with sustainable competitive strengths
  - exceptional customer experience
  - ability to leverage supply chain leadership
  - development & growth of branded differentiated and exclusive merchandise
  - high customer awareness driven by largest national TV advertising budget and quality of campaigns
  - high quality real estate and future space growth opportunities
  - in-house customer finance in US supports jewelry sales
- Strong financial performance & balance sheet
  - making strategic investments to strengthen position
    - store investment
    - sales-enhancing technology
  - shareholder distributions

KAY JEWELERS Every kiss begins with Kay® JARED The Galleria Of Jewelry SIGNET JEWELERS ERNEST JONES LOVE & LIFE H.SAMUEL THE JEWELLER

Largest US & UK Specialty Jeweler

Sales of $3,749.2 million – about 80% US / 20% UK



Kay Jewelers - #1 US mid market brand
Sales: $1,786.8m Stores: 920 in 50 states



H.Samuel - #1 in UK
Sales: $389.0m Stores: 337



Jared - #1 US Off-Mall “Category Killer”
Sales: $956.8m Stores: 183 in 37 states

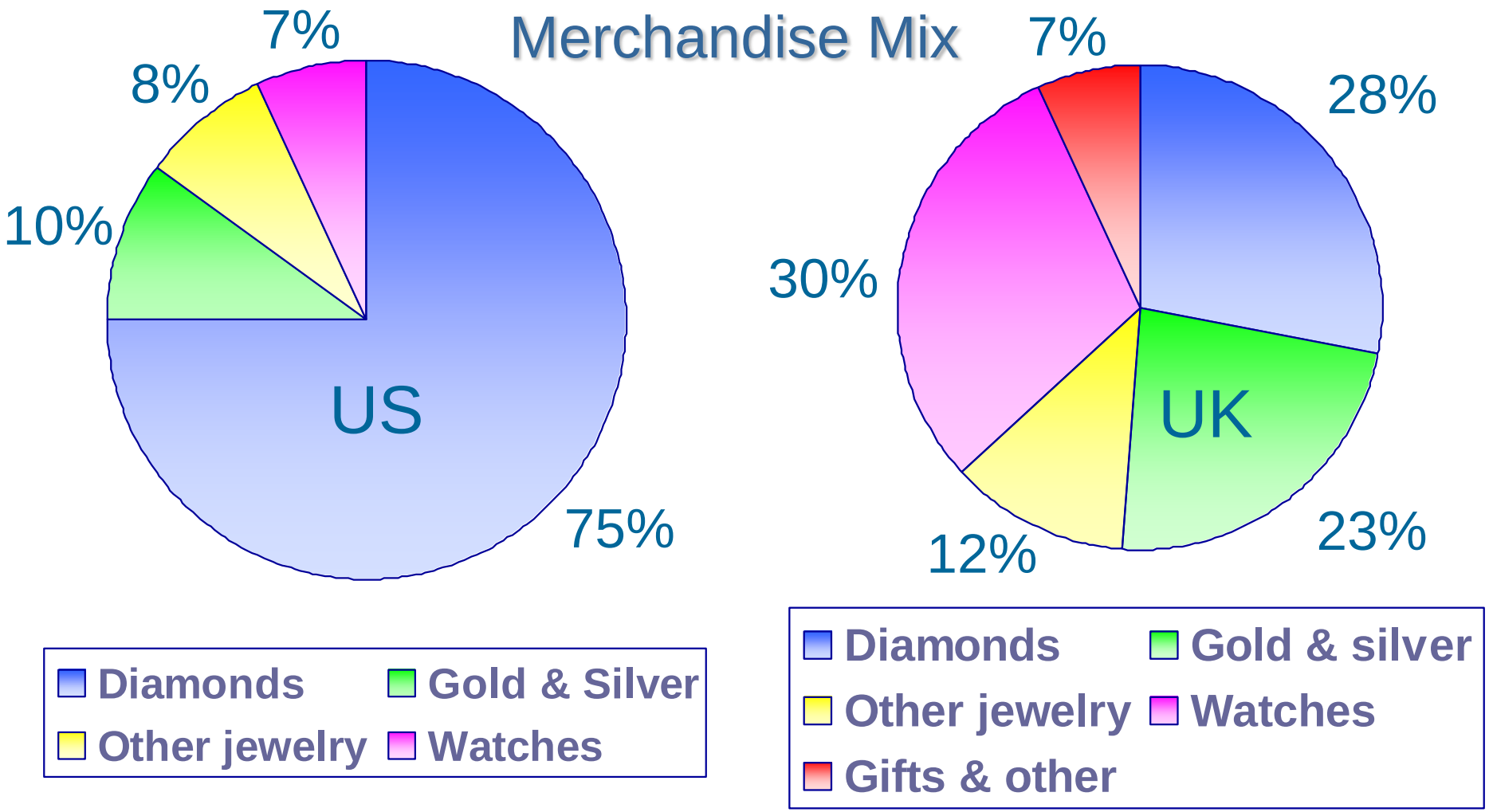


Ernest Jones - #1 UK upper middle market
Sales: $326.1m Stores: 198

Sales for Fiscal 2012, store number at January 28, 2012

KAY JEWELERS Every kiss begins with Kay® JARED The Galleria Of Jewelry SIGNET JEWELERS ERNEST JONES LOVE & LIFE H.SAMUEL THE JEWELLER

Contrast Between US & UK



Q2 Fiscal 2013 Results Highlights

- Same store sales up 7.1%
  - US division up 8.2%
  - UK division up 2.1%
- Operating margin of 13.0%, up 20 bpts
- Diluted earnings per share $0.85, up $0.09 or 11.8%
- $196.5 million share repurchases completed

KAY JEWELERS Every kiss begins with Kay® JARED The Galleria Of Jewelry SIGNET JEWELERS ERNEST JONES LOVE & LIFE H.SAMUEL THE JEWELLER

US Performance

	Sales	Change in same store sales	Change in total sales
Q2 Fiscal 2013			
Kay	$418.6m	12.5%	13.9%
Jared	$222.4m	2.4%	4.0%
Regionals	$60.9m	3.1%	(1.3)%
US division	$701.9m	**8.2%**	**9.2%**
Operating income, net		$117.3m	up 12.4%
Operating margin		16.7%	up 50 bpts





KAY JEWELERS Every kiss begins with Kay® | JARED The Galleria Of Jewelry | SIGNET JEWELERS | ERNEST JONES LOVE & LIFE | H.SAMUEL THE JEWELLER

US Merchandising Initiatives

- Building on success
- Focused on delighting the customer
- Ready to win



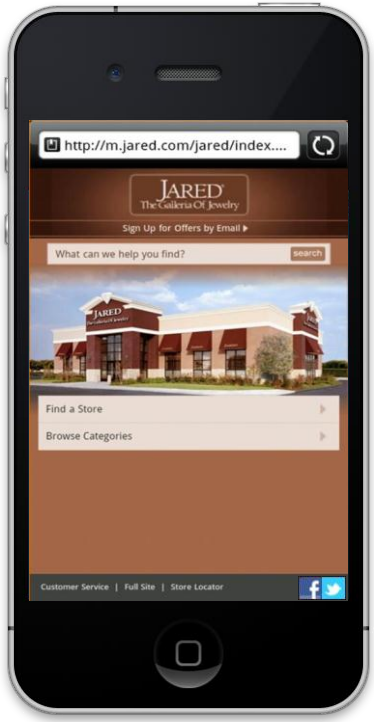


KAY JEWELERS Every kiss begins with Kay® | JARED The Galleria Of Jewelry | SIGNET JEWELERS | ERNEST JONES LOVE & LIFE | H.SAMUEL THE JEWELLER

Continuing Our Growth in Digital Sales

- Enhanced Kay & Jared websites launch in October
- Continued drive into social media and mobile capabilities
- Roll out of in-store sales technology





KAY JEWELERS Every kiss begins with Kay® | JARED The Galleria Of Jewelry | SIGNET JEWELERS | ERNEST JONES LOVE & LIFE | H.SAMUEL THE JEWELLER

Ready to Win

- Exciting new products
- Innovative new advertising campaigns
- Professional and well-trained sales teams



Shades of Wonder



KAY JEWELERS Every kiss begins with Kay® | JARED The Galleria Of Jewelry | SIGNET JEWELERS | ERNEST JONES LOVE & LIFE | H.SAMUEL THE JEWELLER

Strengthening Our Supply Chain

- Rio Tinto sightholder



KAY JEWELERS Every kiss begins with Kay® JARED The Galleria Of Jewelry SIGNET JEWELERS ERNEST JONES LOVE & LIFE H.SAMUEL THE JEWELLER

UK Performance

	Sales	Change in same store sales	Change in total sales at CER[1]
Q2 Fiscal 2013			
H.Samuel	$78.7m	0.1%	(0.3)%
Ernest Jones	$73.3m	4.4%	3.2%
UK division	$152.0m	**2.1%**	**1.4%**
Operating income, net		$(0.3)m	
Operating margin		(0.2)%	down 200 bpts



1. CER=Constant Exchange Rates; non-GAAP measure.



KAY JEWELERS Every kiss begins with Kay® | JARED The Galleria Of Jewelry | SIGNET JEWELERS | ERNEST JONES LOVE & LIFE | H.SAMUEL THE JEWELLER

Ready to Win

- ⇨ Exciting merchandise-initiatives
- ⇨ New concept stores
- ⇨ Continued growth in digital sales
- ⇨ New and improved advertising support for the business





KAY JEWELERS Every kiss begins with Kay® | JARED The Galleria Of Jewelry | SIGNET JEWELERS | ERNEST JONES LOVE & LIFE | H.SAMUEL THE JEWELLER

Building for the Future

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

Q2 Fiscal 2013 Sales Performance

	US	UK	Signet
Sales Q2 Fiscal 2013 $m	**701.9**	**152.0**	**853.9**
Sales Q2 Fiscal 2012 $m	643.0	154.6	797.6

Change in sales	%	%	%
Change in same store sales	8.2	2.1	7.1
Change in store space, net	1.0	(0.7)	0.6
Change in total sales at constant exchange rate[1]	9.2	1.4	7.7
Exchange translation impact[1]	—	(3.1)	(0.6)
Change in total sales as reported	9.2	(1.7)	7.1

1. Non-GAAP measure.

KAY JEWELERS Every kiss begins with Kay® JARED The Galleria Of Jewelry SIGNET JEWELERS ERNEST JONES LOVE & LIFE H.SAMUEL THE JEWELLER

Q2 Fiscal 2013 Reconciliation

		% of sales
Operating Income Q2 Fiscal 2012	**$102.3m**	**12.8%**
Gross margin movement	$16.4m	(0.6)%
Selling, general & admin. expense movement	$(15.8)m	0.1%
Other operating income movement	$8.0m	0.7%
Operating Income Q2 Fiscal 2013	**$110.9m**	**13.0%**
Net interest	$(0.7)m	
Income before tax	**$110.2m**	
Income taxes	**$(39.5)m**	
Net income	**$70.7m**	**8.3%**
Diluted earnings per share	**$0.85**	

KAY JEWELERS Every kiss begins with Kay® JARED The Galleria Of Jewelry SIGNET JEWELERS ERNEST JONES LOVE & LIFE H.SAMUEL THE JEWELLER

SG&A Reconciliation

	$m	% of Sales
SG&A Q2 Fiscal 2012	**224.5**	**28.2%**
Change in net advertising investment	8.3	(0.8)%
Store expenses	4.5	0.6%
Change in other items	3.0	0.3%
SG&A Q2 Fiscal 2013	**240.3**	**28.1%**

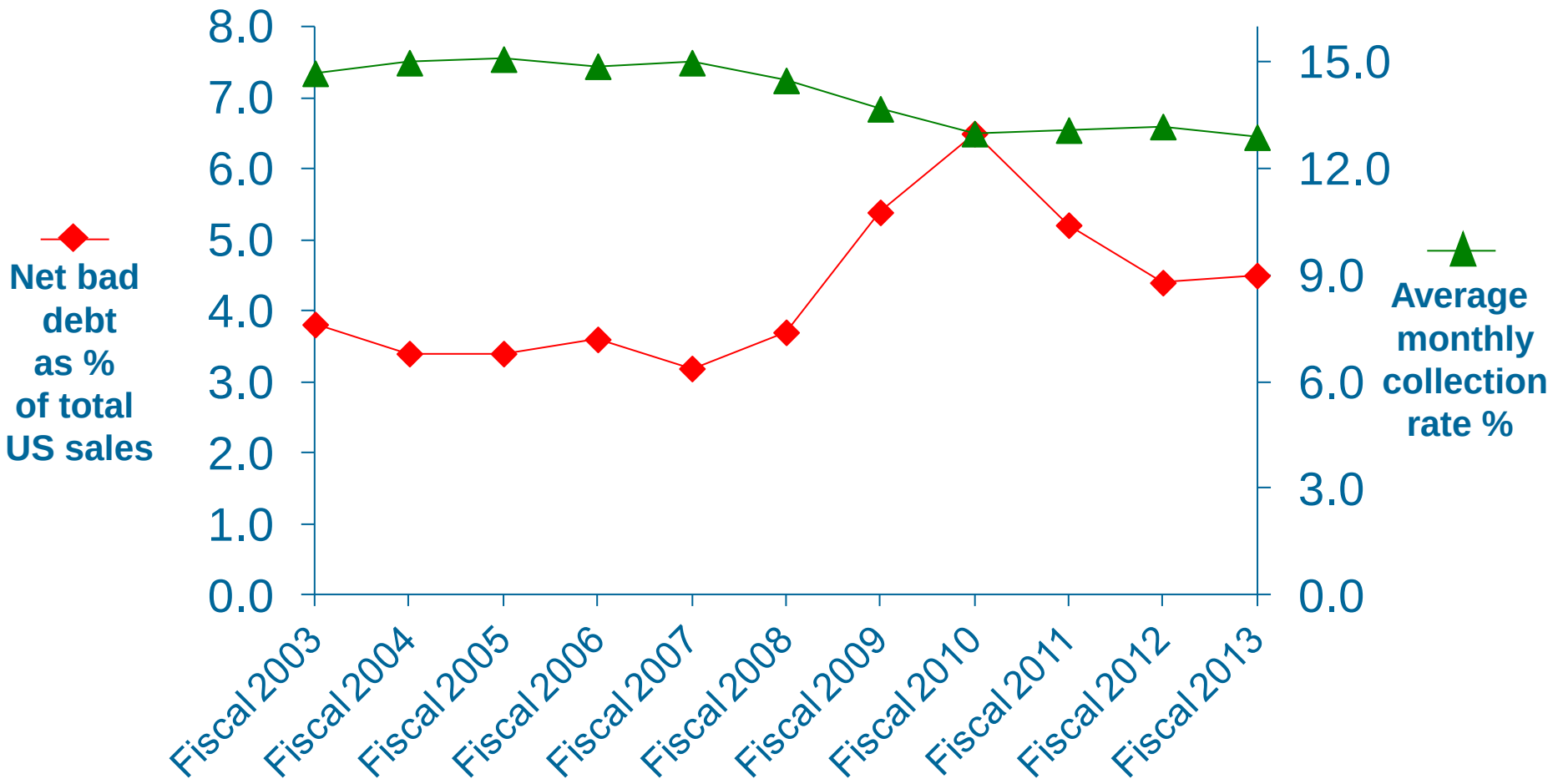
KAY JEWELERS Every kiss begins with Kay® JARED The Galleria Of Jewelry SIGNET JEWELERS ERNEST JONES LOVE & LIFE H.SAMUEL THE JEWELLER

Balance Sheet Highlights
at July 28, 2012

- Cash $237.5 million
- Returning cash to shareholders
  - $287 million share repurchases YTD
  - $19 million dividends paid
- Net accounts receivable $1,032.2 million
- Inventories $1,312.8 million

KAY JEWELERS Every kiss begins with Kay® JARED The Galleria Of Jewelry SIGNET JEWELERS ERNEST JONES LOVE & LIFE H.SAMUEL THE JEWELLER

Credit Portfolio Remains Strong



KAY JEWELERS Every kiss begins with Kay® · JARED The Galleria Of Jewelry · SIGNET JEWELERS · ERNEST JONES LOVE & LIFE · H.SAMUEL THE JEWELLER

Investing for Growth – Capital Spending

- Annual capital spending currently expected to range from $155 million - $165 million

Projected store count	Kay	Jared	Regionals	Total US	UK	Total Signet
January 28, 2012	920	183	215	1,318	535	1,853
Openings, planned	43	8	-	51	3	54
Closures, planned	(10)	-	(18)	(28)	(27)	(55)
February 2, 2013	**953**	**191**	**197**	**1,341**	**511**	**1,852**

Fiscal 2013 Guidance

- Q3 Fiscal 2013
  - low to mid single digit same store sales
  - eps of $0.34 - $0.38
- Q4 Fiscal 2013 - impact of 53rd week
  - increase sales by approximately $50 million
  - operating loss of $2 - $4 million

KAY JEWELERS Every kiss begins with Kay® JARED The Galleria Of Jewelry SIGNET JEWELERS ERNEST JONES LOVE & LIFE H.SAMUEL THE JEWELLER









SIGNET JEWELERS





