



SIGNET JEWELERS

Holiday Season Sales Results

Tuesday, January 8, 2013





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.

Holiday Performance

- Same store sales up 3.3%
  - US up 4.7%
  - UK down 2.6%
- Performance driven by outstanding customer experience, exciting product offerings and terrific marketing
- Great execution by our teams

US Performance

Change from comparable prior year period	Holiday Season Fiscal 2013[1]	Year to Date Fiscal 2013[2]
	Same store sales, %	
Kay	5.8	6.4
Jared	4.8	1.2
Regional brands	(4.0)	(3.2)
US division	4.7	3.9

1. Nine weeks ended December 29, 2012.
2. Forty eight weeks ended December 29, 2012.

Driving US Holiday Performance









KAY JEWELERS
Every kiss begins with Kay®

JARED
The Galleria Of Jewelry

SIGNET JEWELERS

ERNEST JONES
LOVE & LIFE

H.SAMUEL
THE JEWELLER

UK Performance

Change from comparable prior year period	Holiday Season Fiscal 2013[1]	Year to Date Fiscal 2013[2]
	Same store sales, %	
H.Samuel	(0.5)	0.4
Ernest Jones	(5.5)	0.1
UK division	(2.6)	0.3



1. Nine weeks ended December 29, 2012.
2. Forty eight weeks ended December 29, 2012.

Sales Performance

To December 29, 2012	9 weeks		
	US	UK	Total
Total Sales Fiscal 2013	$1,034.2	$203.4	$1,237.6
Total Sales Fiscal 2012	$941.1	$214.2	$1,155.3

Change in:	%	%	%
Same store sales	4.7	(2.6)	3.3
Non-same store sales, net[1]	5.2	(5.5)	3.2
Total sales at constant exchange rates[2]	9.9	(8.1)	6.5
Exchange translation impact[2]	—	3.1	0.6
Total sales as reported	9.9	(5.0)	7.1

1. Non-same store sales includes all sales from stores not open for 12 months, as well as Ultra stores.
2. Non-GAAP measure

Financial Guidance Update

- Fiscal 2013 Q4 diluted earnings per share $2.05 - $2.10, up 15% - 17%
- Fiscal 2013 diluted earnings per share $4.28 - $4.33
- Fiscal 2013 capital spending of $138 million to $142 million

Shareholder Distribution

- Fourth quarter dividend of $0.12[1]
- $50 million of share buyback authorization remains



1. Payable on February 27, 2013 to shareholders of record on January 28, 2013, with an ex-dividend date of January 24, 2013.





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