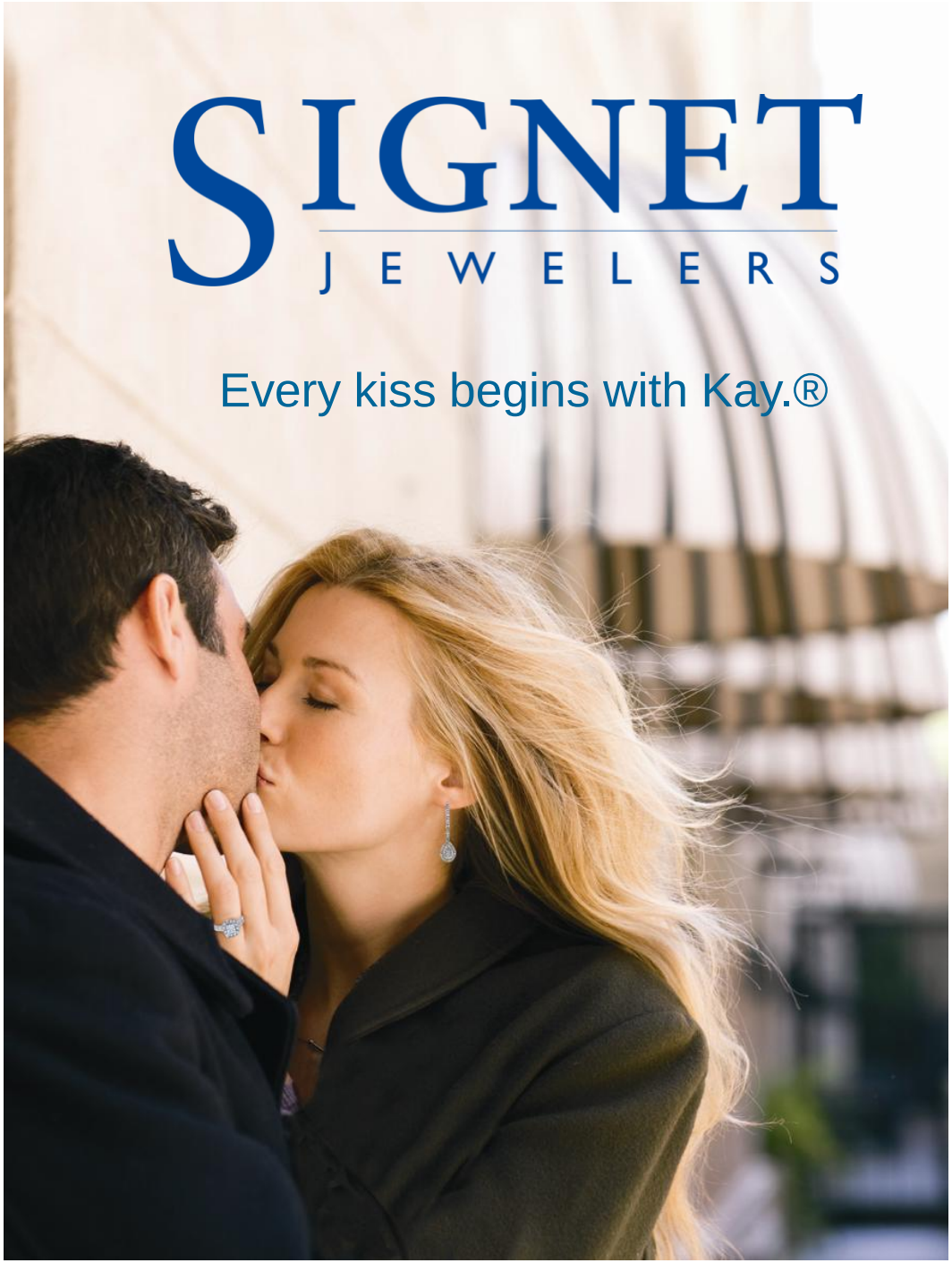


TAG Conference

Tuesday, April 9, 2013

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," "believe," "anticipates," 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, risks relating to our being a Bermuda corporation, the merchandising, pricing and inventory policies followed by 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, 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, and changes in assumptions used in making accounting estimates relating to such items as extended service plans and pensions.

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 2013 Annual Report on Form 10-K filed with the U.S. Securities and Exchange Commission (the "SEC") on March 28, 2013. 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 Fiscal 2013 Annual Report on Form 10-K available through Signet's website, www.signetjewelers.com .

Fiscal 2013 Results and Highlights

- Same store sales* up 3.3%
  - US division up 4.0%; UK division up 0.3%
- *Record profitability*
  - Operating income $560.5 million, up 10.5%
  - Diluted earnings per share $4.35, up 16.6%
- Repurchased 7.4% of stock
- Increased dividend
- Acquired Ultra Stores, Inc. to create leading position in US outlet channel
- Opened 53 new Kay and Jared stores, versus 25 LY

* As Fiscal 2013 includes 53 weeks, sales in the last week of the fiscal year were not included.

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

Strong Cash Position

Use of Cash Increases Shareholder Value

	Fiscal 2013 $ millions
Net cash provided by operating activities	**312.7**
Property and equipment, net	**(134.2)**
Free cash flow*	**178.5**
Fiscal 2013 significant cash uses:	
Ultra Stores, Inc. acquisition	**(56.7)**
Stock repurchase	**(287.2)**
Dividends paid	**(38.4)**
Cash and cash equivalents, end of year	**301.0**

* Free cash flow is a non-GAAP measure defined as the net cash provided by operating activities less purchases of property and equipment, net.

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

Financial Guidance

	First Quarter Fiscal 2014
Same store sales	5% to 7%
Diluted earnings per share	$1.07 - $1.12

	Fiscal 2014
Capital spending	$180 million - $195 million
New stores	65 – 75

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

US Performance

Fiscal 2013	Total sales	Change in same store sales[1]	Change in total sales
Kay	$1,953.3m	6.4%	9.3%
Jared	$1,003.1m	1.6%	4.8%
Regionals	$271.8m	(3.4)%	(6.4)%
US division excluding Ultra	**$3,228.2m**	**4.0%**	**6.4%**
Ultra	$45.7m	—	1.5%[2]
US including Ultra	**$3,273.9m**	**4.0%**	**7.9%**

Operating income	$547.8m	up 14.6%
Operating margin	16.7%	up 90 bps



[1]As Fiscal 2013 includes 53 weeks, sales in the last week of the fiscal year were not included.
[2] The change from previous year for Ultra is calculated as a percentage of total US sales.



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

FY 2013 US Performance Drivers: Merchandise



Neil Lane® TOLKOWSKY®

LE VIAN® Shades of Wonder™

Open Hearts by Jane Seymour™

- Broad based sales growth
- Branded differentiated and exclusive merchandise gained relative share, sales up 9.7%
- Sales strength in watches

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

FY 2013 US Performance Drivers: Marketing

- Everyone knows *Every Kiss Begins With Kay®* and *He Went to Jared®*
- Outstanding, creative advertising engages customers emotionally and drives sales
- Industry-leading share of voice



Every kiss begins with Kay®

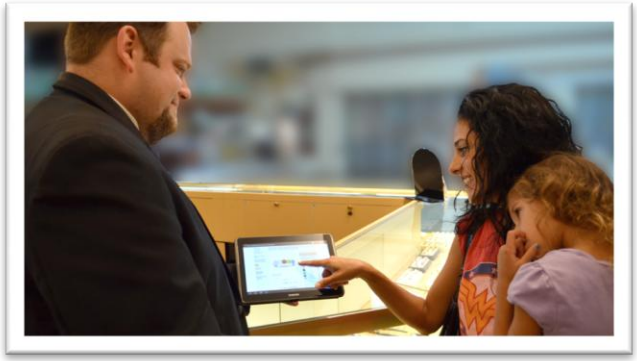


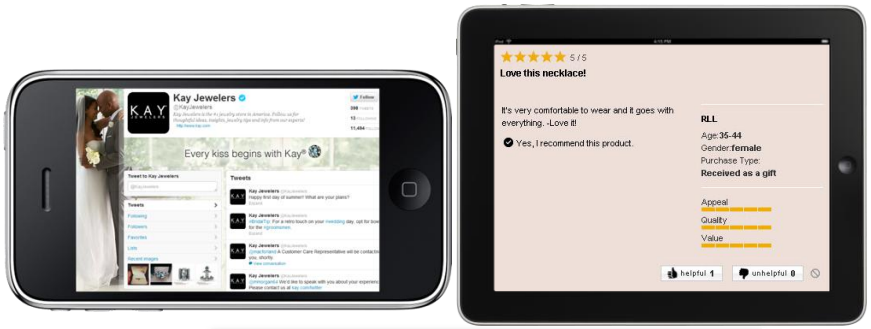
He went to Jared!®

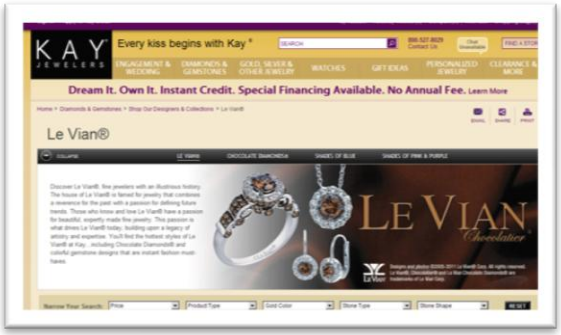
KAY JEWELERS Every kiss begins with Kay® | JARED The Galleria Of Jewelry | SIGNET JEWELERS | ERNEST JONES LOVE & LIFE | H.SAMUEL THE JEWELLER

FY 2013 US Performance Drivers: Digital Capability

- Drove sales with integrated multi-channel approach
  - Computer-assisted selling
  - Investing in digital media
  - New websites and mobile apps







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

FY 2013 US Performance Drivers: Outlet Strategy

- Acquisition of Ultra Stores creates leading position in US outlet channel
  - Sales of ~$140 million annually
  - 110 stores at the end of Fiscal 2013
- Immediate goal
  - Convert majority of Ultra stores to Kay outlets by mid-FY14 to leverage advertising, build productivity and create outlet sales growth



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

UK Performance

	Total sales	Change in same store sales[1]	Change in total sales at CER[2]
Fiscal 2013			
H.Samuel	$387.0m	0.2%	0.1%
Ernest Jones	$322.5m	0.3%	(0.5)%
UK division	$709.5m	**0.3%**	**(0.2)%**
Operating income		$40.0m	
Operating margin		5.6%	



1. As Fiscal 2013 includes 53 weeks, sales in the last week of the fiscal year were not included.
2. Change at 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

UK: Committed to Long-Term Plan

- Primary focus on merchandise assortment
- Real estate and channel optimization
- Cost control







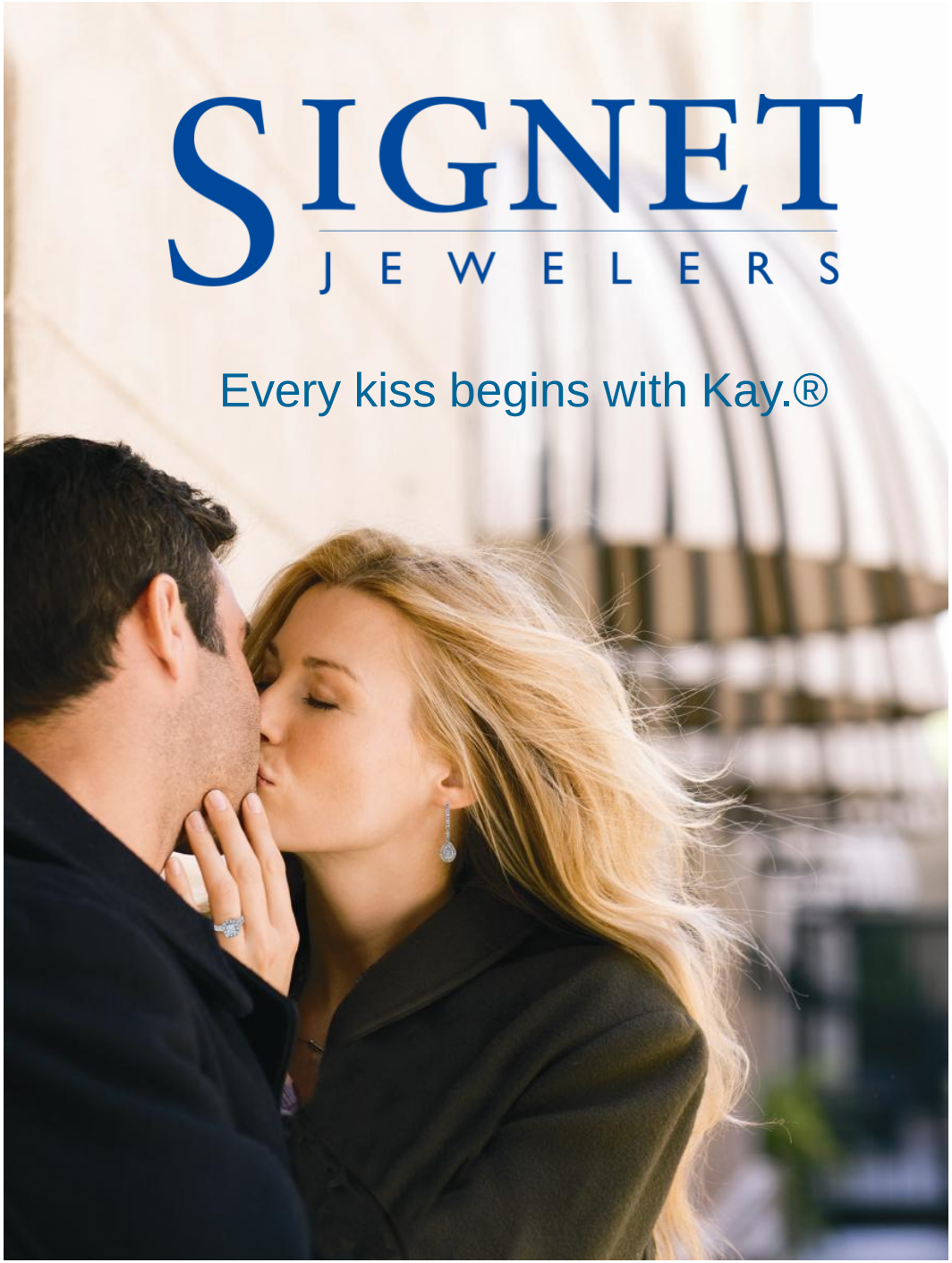


KAY JEWELERS Every kiss begins with Kay® JARED The Galleria Of Jewelry SIGNET JEWELERS ERNEST JONES LOVE & LIFE H.SAMUEL THE JEWELLER

Goal: To Enhance Signet's Position as the Market Leader

To accomplish our goal, we will stay focused on:

- ⇨ Developing and training our team members to consistently enhance the retail experience of our customers.
- ⇨ Increasing our real estate growth and remodeling investment while completing the integration of Ultra.
- ⇨ Growing and developing new and existing brands and categories to delight customers.
- ⇨ Driving competitive strengths and infrastructure enhancements to enable growth.
- ⇨ Optimizing the capital structure to manage risk and make investments to drive long-term shareholder value.



TAG Conference

Tuesday, April 9, 2013