

SIGNET JEWELERS

ICR XChange Conference

Monday, January 13, 2014

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 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 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 on Signet's website, www.signetjewelers.com.

Signet Jewelers' Mission

Celebrate life…
And express love



Holiday Season & Fiscal 2014 Results

- Increased Holiday Season* same store sales
  - Kay and Jared comps, both up +5.6%, led the way
  - UK Division up +5.2%
  - Driven by sales teams, broad based strength in merchandising, and multi-channel approach
- Consolidated eCommerce sales increased 27.2%
- Diluted earnings per share guidance
  - Q4: $2.12 to $2.16
  - Fiscal 2014: $4.51 to $4.55

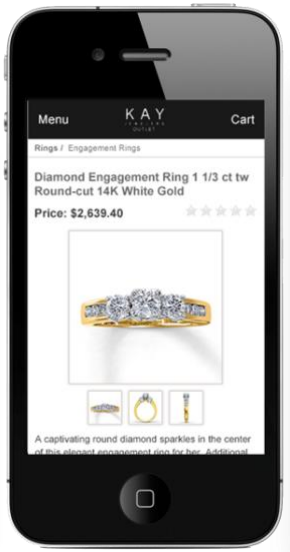
*Eight weeks ended December 28, 2013

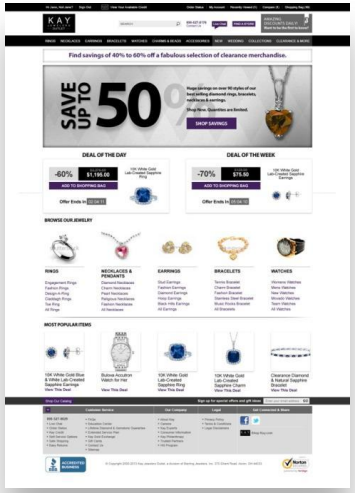
About Signet: Today's Agenda

- Store brands
- Strategic priorities
- Competitive strengths
- Outlet and US regional stores
- UK update
- Capital structure









#1 Specialty Jeweler US & UK



Kay Jewelers
#1 Jewelry store in US
Sales: ~$2.0B.
Stores: 985 in 50 states

Jared The Galleria of Jewelry
#1 US Off-Mall Specialty Jeweler
Sales: ~$1.0B.
Stores: 199 in 39 states





H.Samuel
#1 in UK
Sales: ~$0.4B.
Stores: 307

Ernest Jones
#2 in UK
Sales: ~$0.3B.
Stores: 189



Sales for Fiscal 2013; store numbers at November 2, 2013

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Strategic Priorities

Maximize Mid-Market

Best in Bridal

Digital EcoSystem

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Maximize Mid-Market

- ⇨ Build upon existing strategies
- ⇨ Test and expand new sales concepts
- ⇨ Grow service capabilities
- ⇨ Remain flexible in how stores execute



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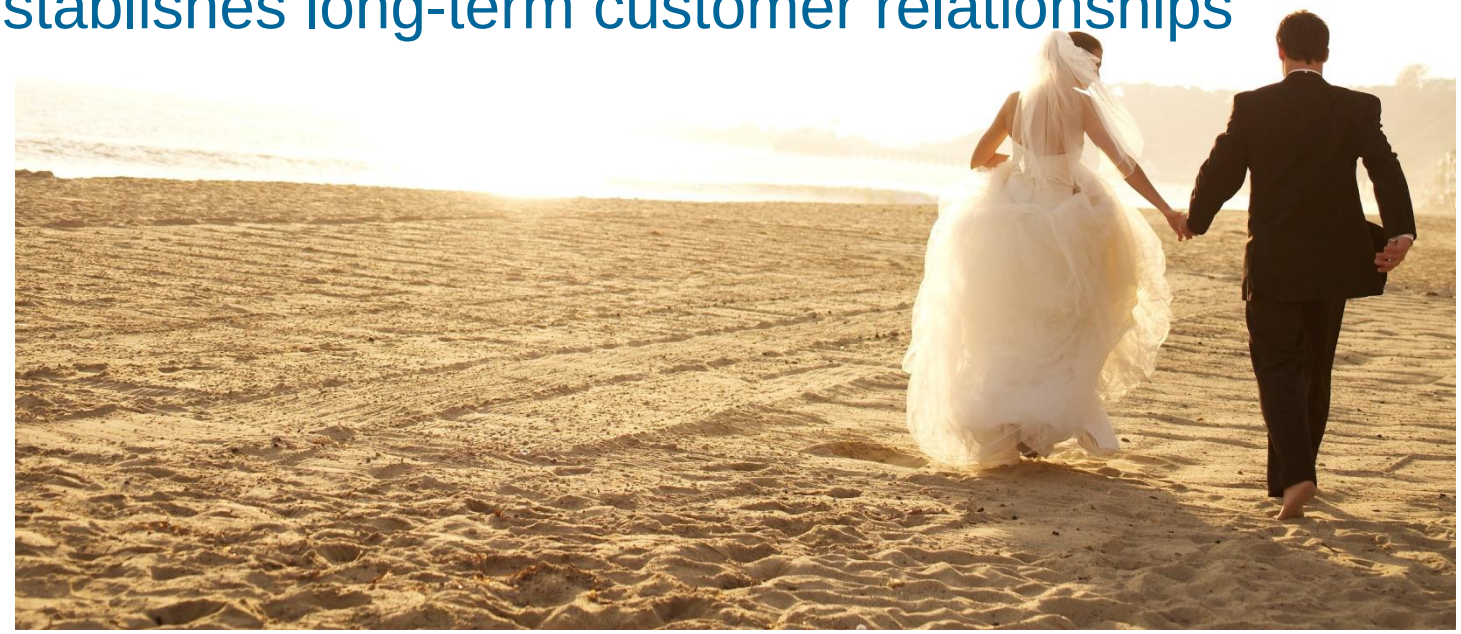
Best in Bridal

- About 50% of sales are bridal related
- High level of customer service & tailored customer finance programs
- Leading branded diamond programs
- Establishes long-term customer relationships



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Best-in-Class Digital Ecosystem

On-line Education Center

Websites Search Engines

Digital Advertising

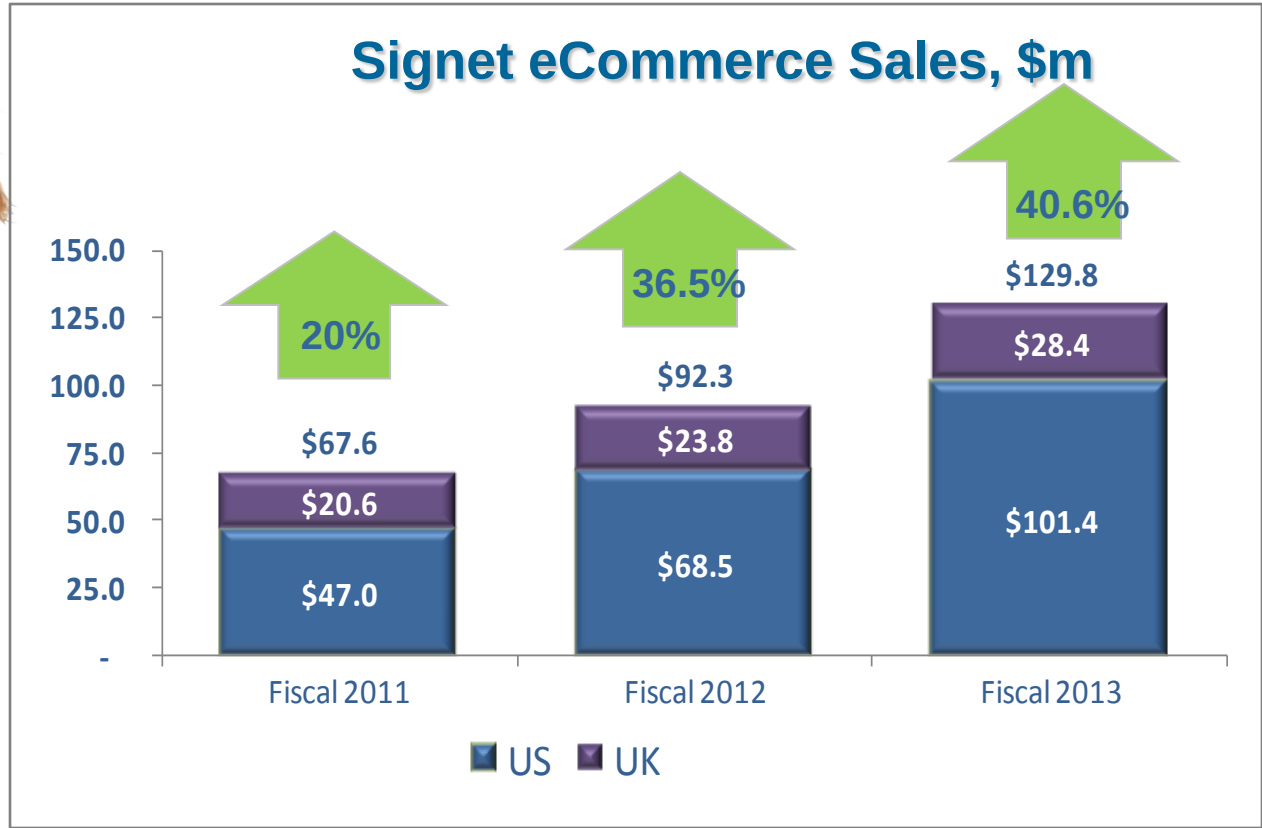
Social Media

eMail

eCommerce

Mobile Customer Targeting





Signet's Competitive Strengths Drive Growth

- **Outstanding customer experience** driven by in-store teams, training, after-sale service, and digital technology capabilities
- Successful development and growth of **branded differentiated and exclusive merchandise**
- Sector leading advertising and creative campaigns that drive high **customer awareness** and purchase intent
- High quality, diversified store base driven by **disciplined real estate evaluation criteria**
- **Supply chain leadership** that drives product and economic advantages
- **In-house customer finance programs** uniquely designed to support customers in the purchase of jewelry builds customer loyalty

A Great Customer Experience

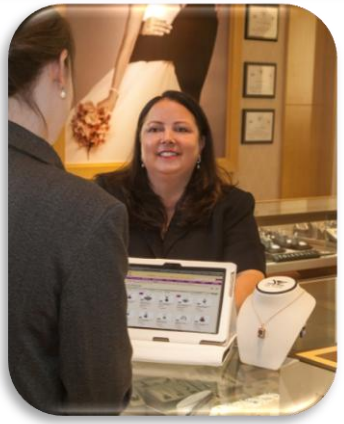
Best-in-class, comprehensive customer service



Focus on training and development of sales associates



Leadership in application of technology to sales adds to customer experience



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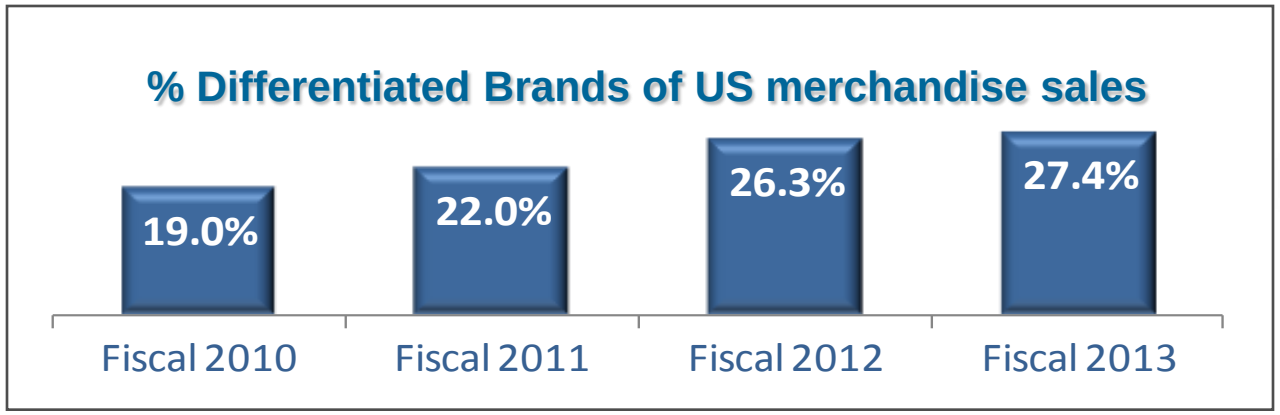
Branded Differentiated and Exclusive Merchandise

- High quality merchandise carefully selected, often uniquely designed
- Branded & exclusive merchandise fosters newness for customers and powerful selling propositions for sales associates
- Supported by television advertising & extensive digital reach

Neil Lane · Open Hearts Waves · Tolkowsky · Artistry Diamonds · charmed memories · The Leo Diamond by Leo Schachter · Le Vian







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Leadership in Advertising Drives Sales

- 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!®

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Kay and Jared Real Estate Update

- Fiscal 2014 net square footage growth in US of 4%
- Kay #1 mall jeweler and growth continues
  - Rapidly growing power centers & outlet mall representation
- Jared #1 off mall specialty retail jeweler
  - Continuing to expand store base





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Supply Chain Leadership

- New strategic diamond sourcing initiative
  - Buying office in India
  - Diamond polishing factory acquisition, November 2013
- Established vendors to remain majority source







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In-house Customer Finance: Enables Purchase of Jewelry; Builds Customer Loyalty

- Supports bridal business
- Skilled credit risk management
- About 57% of US business transacted using in-house credit
- Average outstanding balance of ~$1,100
- Rapid repayment period, typically under a year
- Credit customer's lifetime value is 3.5x greater

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Outlet Strategy Update

- Effective Kay outlet development driven by:
  - Kay branding
  - New merchandise
  - Advertising
  - Credit penetration
  - Nearly 160 stores





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US Regional Stores Update

- Approximately 200 stores
- Profitable with strong cash flow
- Improving competitive position
  - Success with promotional tactics
  - Added tablets to all stores
  - Launching eCommerce capability in April





UK Division Update

- Ongoing efforts to improve business
  - Merchandise and store operations
  - Real estate optimization
  - Cost control
- UK business profitable and cash flow positive
- Holiday Season improvement, +5.2% same store sales growth











Capital Structure

- Designed for focus on financial flexibility and strength
- Provides the ability to execute a variety of future strategic opportunities
- Designed to manage risk and succeed in all phases of the retail business cycle
- All internal growth initiatives have been supported while maintaining a focus on shareholder value
  - Cash in excess of target is returned via dividends and buybacks

Proven Financial Strength & Long-Term Performance

- Achieved growth in comparable store sales
- Leading operating margins
- Excellent cost control while investing in growth drivers
- Successful capital allocation drives high returns, growth and shareholder value
- Strong, balanced capital structure

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