

SIGNET JEWELERS

KAY JEWELERS

ZALES THE DIAMOND STORE®

H.SAMUEL THE JEWELLER

ERNEST JONES LOVE & LIFE

PEOPLES CANADA'S #1 DIAMOND STORE

JARED The Galleria Of Jewelry

PIERCING Pagoda ear piercing & more a brand of Zale Corporation

Fiscal 2015
Holiday Sales Results
Thursday, January 8, 2015

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, include statements regarding, among other things, Signet's 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 "target," 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 Signet 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 customer credit, seasonality of Signet's business, financial market risks, deterioration in customers' 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 items such as extended service plans and pensions, the impact of the acquisition of Zale Corporation on relationships, including with employees, suppliers, customers and competitors, the impact of stockholder litigation with respect to the acquisition of Zale Corporation, and our ability to successfully integrate Zale's operations and to realize synergies from the transaction.

For a discussion of these and other risks and uncertainties which could cause actual results to differ materially from those expressed in any forward-looking statement, see the "Risk Factors" section of Signet's Fiscal 2014 Annual Report on Form 10-K filed with the SEC on March 27, 2014 and the "Risk Factors" section of Signet's Quarterly Report on Form 10-Q filed with the SEC on December 8, 2014. Signet undertakes no obligation to update or revise any forward-looking statements to reflect subsequent events or circumstances, except as required by law.

Holiday Same Store Sales Performance

- Signet same store sales up 3.6%
  - Sterling Jewelers division up 2.5%
  - Zale division up 3.5%
  - UK Jewelry division up 9.7%











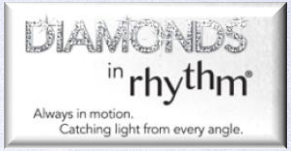
Sterling Performance Drivers

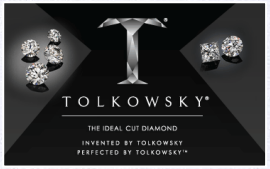
- Merchandising initiatives resonating with consumers
  - Bridal
  - Diamonds in Rhythm
- Multi-channel: outlets, eCommerce
- Targeted marketing
- Dedicated in-store teams







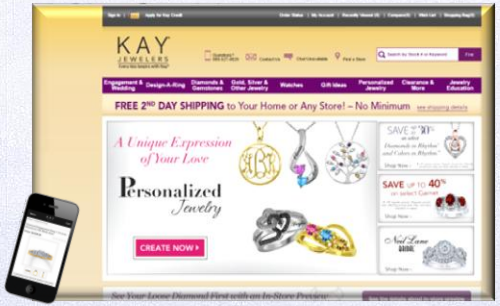










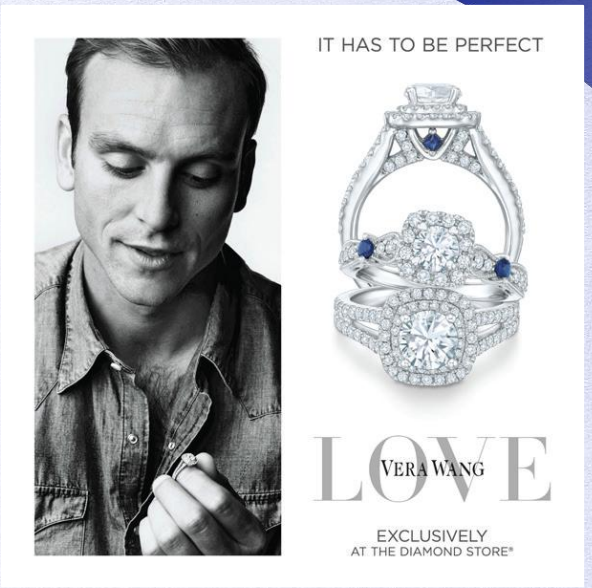




Zale Performance Drivers

- Strengthened marketing activity
- Improved merchandise assortment
  - Branded bridal
  - Fashion diamonds
- Solid Canada results
- Dedicated in-store teams





UK Performance Drivers

- Initiatives around bridal and diamonds
  - Excellence in field operations
  - Significant brand growth
- Strong watch sales
- Effective marketing and omni-channel support
- ‘Black Friday’ catalyst















Signet Sales Performance

Holiday Sales Fiscal 2015	Change in same store sales[1]	Total sales at constant exchange rate[2]	Exchange translation impact[2]	Change in total sales	Total sales (in millions)
Kay	3.4%	5.8%	—	5.8%	$714.6
Jared	1.5%	5.0%	—	5.0%	$336.2
Regional brands	(1.8)%	(13.6)%	—	(13.6)%	$65.5
Sterling Jewelers (division & operating segment)	2.5%	4.2%	—	4.2%	$1,116.3
Zales Jewelers	3.8%			—	$351.5
Gordon's Jewelers	(2.4)%			—	$26.2
Zale US Jewelry	3.3%			—	$377.7
Peoples Jewellers	7.6%			—	$75.3
Mappins	0.8%			—	$12.6
Zale Canada Jewelry	6.5%			—	$87.9
Zale Jewelry (operating segment)	3.9%			—	$465.6
Piercing Pagoda (operating segment)	0.6%			—	$55.4
Zale (division)	3.5%	NA	NA	—	$521.0
H.Samuel	8.1%	8.3%	(4.5)%	3.8%	$121.7
Ernest Jones	11.9%	12.8%	(4.7)%	8.1%	$93.4
UK Jewelry (division & operating segment)	9.7%	10.2%	(4.6)%	5.6%	$215.1
Other	—	NM	—	NM	$2.0
Signet	3.6%	46.3%	(1.0)%	45.3%	$1,854.4

1. Based on stores opened for at least 12 months.
2. Non-GAAP measure.

Financial Guidance Reaffirmed

Fourth Quarter Fiscal 2015	
Same store sales	**3.0% to 4.0%**
EPS	$2.69 to $2.83
Adjustments:	
Purchase accounting	($0.17) to ($0.15)
Transaction costs	($0.09) to ($0.07)
Adjusted EPS (EPS less Adjustments)	**$2.95 to $3.05**

Adjusted EPS expected to be favorably impacted by Zale operations in fourth quarter Fiscal 2015 by $0.36 to $0.40.

Fiscal 2015	
EPS	$4.59 to $4.72
Adjusted EPS Adjusted EPS expected to be favorably impacted by Zale operations in Fiscal 2015 by $0.20 to $0.24.	**$5.51 to $5.61**
Effective tax rate	29.3%
Capital expenditures	$230M to $240M
Net selling square footage growth	45.0% to 47.5%

Shareholder Distribution

- Fourth quarter dividend of $0.18
  - Ex-dividend January 29
  - Record date January 30
  - Payable February 26



- Commitment to shareholder returns through capital gains, dividends, and stock repurchases



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