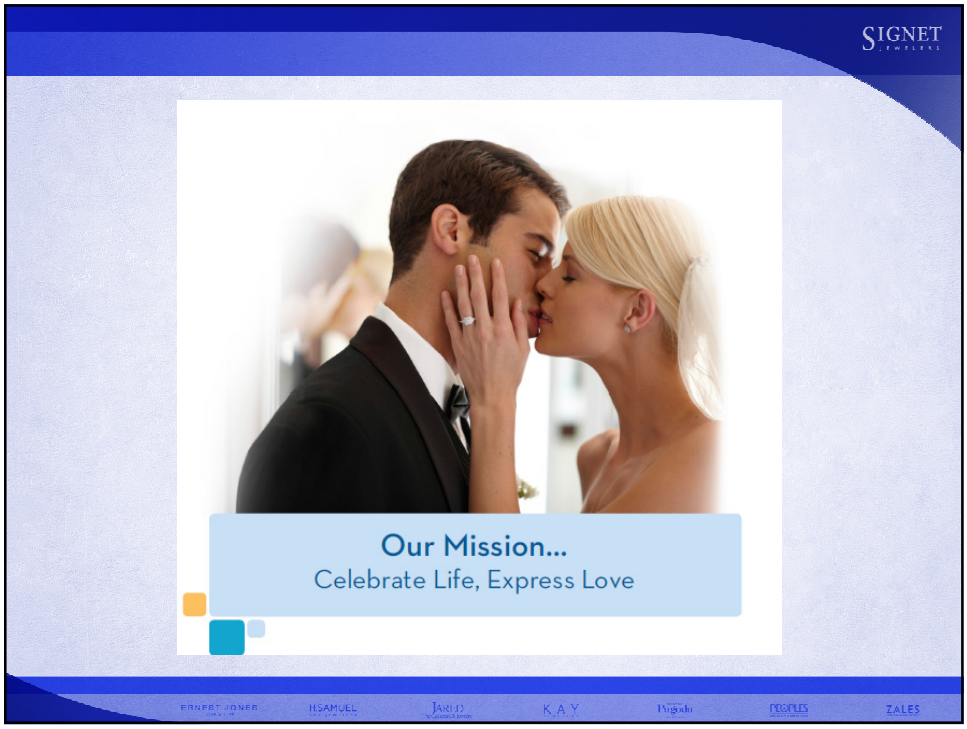


Forward Looking Statements & Other Disclosure Matters

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, 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.

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 2014 Annual Report on Form 10-K available on Signet's website, www.signetjewelers.com.


SIGNET
Our Mission...
Celebrate Life, Express Love
ERNEST JONES
H.SAMUEL
JARED
KAY
Piranha
PEOPLES
ZALES


SIGNET
Holiday Season Results
• Increased Holiday Season* same store sales 3.6%
• Sterling division up 2.5%
• Zale division up 3.5%
• UK division up 9.7%
• Driven by sales teams, bridal, and multi-channel approach
*Eight weeks ended December 27, 2014
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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%

About Signet: Today's Agenda

- Store brands
- Strategic priorities
- Competitive strengths



#1 Specialty Jeweler US, UK and Canada

	Rankings by Revenue	Stores*
Kay Jewelers	#1 Specialty fine jewelry retailer in the US	1,098 in 50 states
Zales Jewelers	#3 Specialty fine jewelry retailer in US	723 in all 50 states
Jared The Galleria of Jewelry	#1 US Off-Mall Specialty Jeweler	243 in 39 states
Peoples	#1 Specialty fine jewelry retailer in Canada	145
Piercing Pagoda	#1 US kiosk retailer of fashion jewelry	609
H.Samuel	#1 in UK	304
Ernest Jones	#2 in UK	193

*Store numbers at November 1, 2014



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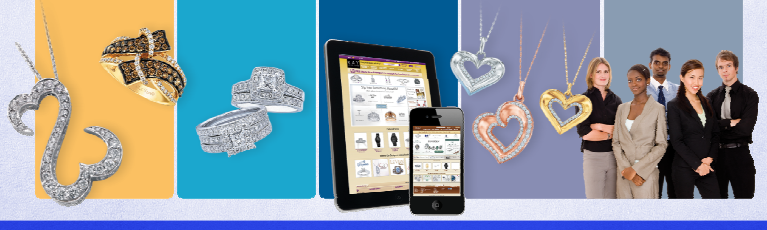
VISION 2020

POWERED BY THE ORGANIZATION OF THE FUTURE

Strategy 1	Strategy 2	Strategy 3	Strategy 4	Strategy 5
Maximize Mid Market	Best in Bridal	Digital EcoSystem	Expand Our Footprint	People, Purpose and Passion
US, UK, Canada	US, UK, Canada	US, UK, Canada	US, UK, Canada	US, UK, Canada



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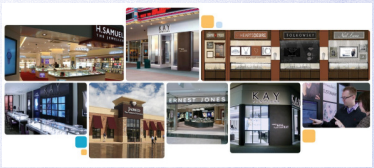
Maximize Mid-Market

SIGNET JEWELERS

Strategy 1

As a mid market jeweler, Signet will:

- Become the most relevant and prevalent jeweler in the industry
- Build on our previous strategies
- Increase market share by expanding new sales concepts, growing existing services and adding new services
- Build on our core strengths in order to create sustained value
- Stay true to the heritage of our core brands
- Remain flexible in delivering new executions of our store brands



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Best in Bridal

SIGNET JEWELERS

Strategy 2

Creating a steady supply of high quality diamonds is a tremendous competitive advantage for Signet, and critical to our initiative of becoming the Best in Bridal.



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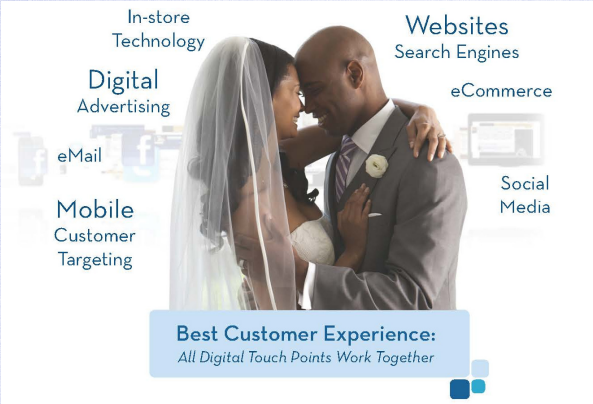
Best-in-Class Digital Ecosystem

SIGNET JEWELERS

Strategy 3



We are expanding our digital initiatives to coordinate every sales touch-point order to complement each other, and reach the maximum number of customers.

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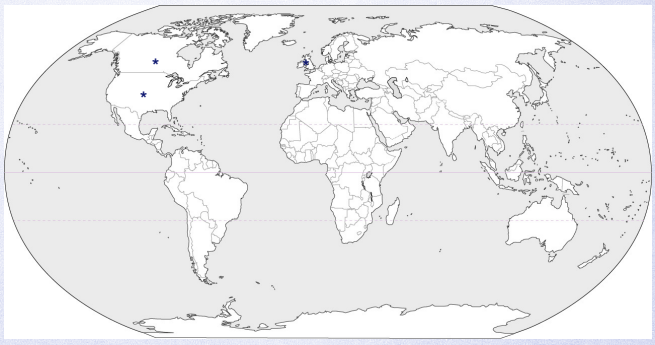
Expand Our Footprint

SIGNET JEWELERS

Strategy 4

We are the #1 specialty jeweler in the US, the UK and Canada. Cross collaboration among divisions creates a platform to support existing and future expansion.



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People, Purpose, Passion

Strategy 5

- Leadership and Learning
- Corporate Social Responsibility
- Social, Ethical and Environmental Initiatives







Signet's Competitive Strengths Drive Growth

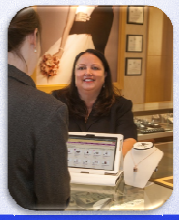
- **Outstanding guest experience**
- **Branded differentiated and exclusive merchandise**
- **Sector leading advertising**
- **High quality, diversified real estate portfolio**
- **Supply chain leadership**
- **Customer finance programs**
- **Solid financial performance and strong balance sheet**

Outstanding Guest Experience

Our people are the key to our success. We believe providing best in class customer service is key to customer loyalty.

- Committed to training and development of sales associates
- Sales enhancing technology in-store and in the digital environment
- Consistently monitoring performance and providing feedback for enhancement to our stores





Branded Differentiated and Exclusive Merchandise

Branded differentiated and exclusive merchandise improves merchandise margin and protects our brands from competitive discounting.

- Fosters newness for customers and powerful selling propositions for sales associates
- Creates a unique store destination
- Drives awareness and purchase intent as part of national brand advertising
- Leverages our strategic supply chain strengths and improves inventory efficiency







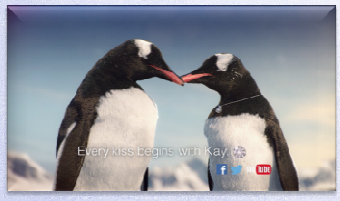





Sector Leading Advertising

Our outstanding, creative advertising engages customers emotionally and drives sales. With our three national brands, we maintain our industry-leading share of voice

- Everyone knows *Every Kiss Begins With Kay®* and *He Went to Jared®*
- In Zale we implemented new television creative with more impressions and re-allocated ad placements
- In H.Samuel we produced effective new tv advertising







High quality, Diversified Real Estate Portfolio

Signet operates over 3,600 stores with locations in regional malls, power centers, outlet malls and free-standing locations.

Stores must produce a 20% IRR and be located in high traffic locations.



Supply Chain Leadership

Continuously improving our supply chain is a huge competitive advantage for Signet, and supports all our merchandise initiatives.

- Buying office in India
- Diamond polishing factory
- DeBeers sightholder



Customer Finance: Enables Purchase of Jewelry; Builds Customer Loyalty

Customer finance is uniquely designed to support our customers in the purchase of jewelry and is important to our bridal business.

- We are focused on selling jewelry, not credit.
- Sterling division credit is in house
  - This process is designed for rapid repayment and creation of open-to-buy credit
  - Proved extremely resilient during the economic downturn
- Zale division credit utilizes a third party program

Capital Allocation

- 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 and Long Term Performance

Our solid financial performance and strong balance sheet provide operating flexibility and the ability to make strategic investments to further strengthen our competitive position.

- Comparable store sales growth
- Leading operating margins
- Excellent cost control while investing in growth drivers

Summary

- Strong, experienced management team
- Vision 2020
- Solid Balance Sheet

