

2016 CORPORATE SOCIAL RESPONSIBILITY REPORT

Creating Value Through Responsibility



SIGNET
JEWELERS

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ABOUT THIS REPORT

Signet's 2016 Corporate Social Responsibility (CSR) Report is our first public report of this kind.

This Report presents performance information for our businesses in North America and the United Kingdom. The Report details our performance, goals and highlights for the calendar year 2016 (unless otherwise noted) with additional qualitative material from previous years.

Our Report was developed with inspiration from recognized national and international reporting guidelines and standards and adapted to Signet's requirements.

WHAT IS CORPORATE SOCIAL RESPONSIBILITY (CSR)?

When companies incorporate social, ethical and environmental considerations into their business operations and engage with people who have an interest in their business — like Team Members, suppliers, and communities — it is known as corporate social responsibility.

2016 HIGHLIGHTS

70%

NEARLY 70% OF SIGNET LEADERSHIP ARE WOMEN



4200+

TEAM MEMBERS PARTICIPATED

on the
move

get your move on



323

FREE MAMMOGRAMS



2016

INTERNATIONAL SUPPLY CHAIN PROJECT OF THE YEAR. SIGNET RESPONSIBLE SOURCING PROTOCOL FOR DIAMONDS

RetailWeek
Supply Chain
AWARDS
Hermes 2016
WINNER



3

CONSECUTIVE YEARS CONFLICT FREE GOLD. 1 OF ONLY 4 COMPANIES.



4X

AS MANY SIGNET SUPPLIERS ARE NOW RJC MEMBERS SINCE 2014

Responsible Jewellery Council



2M

NEARLY 2 MILLION GALLONS OF WATER SAVED



\$60

MILLION IN TOTAL CONTRIBUTIONS

St. Jude Children's Research Hospital

ALSAC • Danny Thomas, Founder

Finding cures. Saving children.



MILLIONS

OF SHEETS OF PAPER SAVED THROUGH OUR GOING PAPERLESS PROGRAM



\$7.1

MILLION RAISED FOR ST. JUDE CHILDREN'S RESEARCH HOSPITAL IN 2016



24%

REDUCTION IN ELECTRICITY INTENSITY IN 4 YEARS



\$1.6

MILLION RAISED BY SIGNET TEAM MEMBERS

RELAY FOR LIFE

American Cancer Society



MESSAGE FROM THE CEO



As the CEO of Signet Jewelers, the world's largest retailer of diamond jewelry, I'm proud of my nearly 40 years with such an impactful company. At our core, Signet is a people Company. Whether the focus is our customers, our Team Members, communities where we do business, or the millions of individuals around the world who play a role in making our jewelry, Signet is dedicated to understanding and caring deeply about their needs.



I am extremely pleased to present to you our Corporate Social Responsibility (CSR) Report which illustrates our efforts and priorities in detail. Our CSR efforts are especially important in the context of Signet's Vision 2020 Strategy to be the world's premier jeweler by relentlessly connecting with customers, earning their trust with every interaction everywhere. We developed Vision 2020 to deepen our commitment to our mission which is to help our customers "Celebrate Life. Express Love.®" To fully deliver on our objectives, we recognize the opportunity to continuously improve across our CSR Pillars – People, Responsible Sourcing, Environmental Stewardship and Charitable Giving – all of which are critical to Signet's future success.

We live our mission every day through the jewelry we sell and by putting our values into action. Our focus on these values ensures that our jewelry is sourced and made responsibly, we continue our long tradition of giving back to the communities where we live and work, we incorporate environmentally responsible best practices, and we champion our Team Members. I'm proud of our Team Members and customers who show their passionate support for our CSR initiatives every day.

I invite you to read in-depth about our commitments, challenges and goals for the future in this, Signet's inaugural Corporate Social Responsibility Report.

Mark Light,
Chief Executive Officer and
Director





EUGENIA ULASEWICZ, SIGNET BOARD MEMBER AND 2017 INCOMING CHAIR OF THE CSR BOARD COMMITTEE



DALE HILPERT, SIGNET BOARD MEMBER AND CHAIR OF THE CSR BOARD COMMITTEE 2014 - 2016

For Signet our tradition of corporate social responsibility has always been about doing the right thing for all of our stakeholders. This is a part of our Core Values. We firmly believe that CSR makes our business stronger and more sustainable over the long-term.

SIGNET AT A GLANCE

Signet Jewelers is the world's largest retailer of diamond jewelry. Signet operates approximately 3,600 stores primarily under the name brands of Kay Jewelers, Zales, Jared The Galleria Of Jewelry, H.Samuel, Ernest Jones, Peoples and Piercing Pagoda. The Company's annual sales of approximately \$6.4 billion derive from the retailing of jewelry, watches and associated services. To learn more please visit www.signetjewelers.com.

SIGNET IS COMMITTED TO DELIVERING INCREASING VALUE TO OUR STAKEHOLDERS WHILE SEEKING TO UPHOLD OUR SOCIAL, ETHICAL AND ENVIRONMENTAL PRINCIPLES, DEFINED BY THE BUSINESS PRACTICES OF LEADERSHIP, INNOVATION AND SUSTAINABILITY.

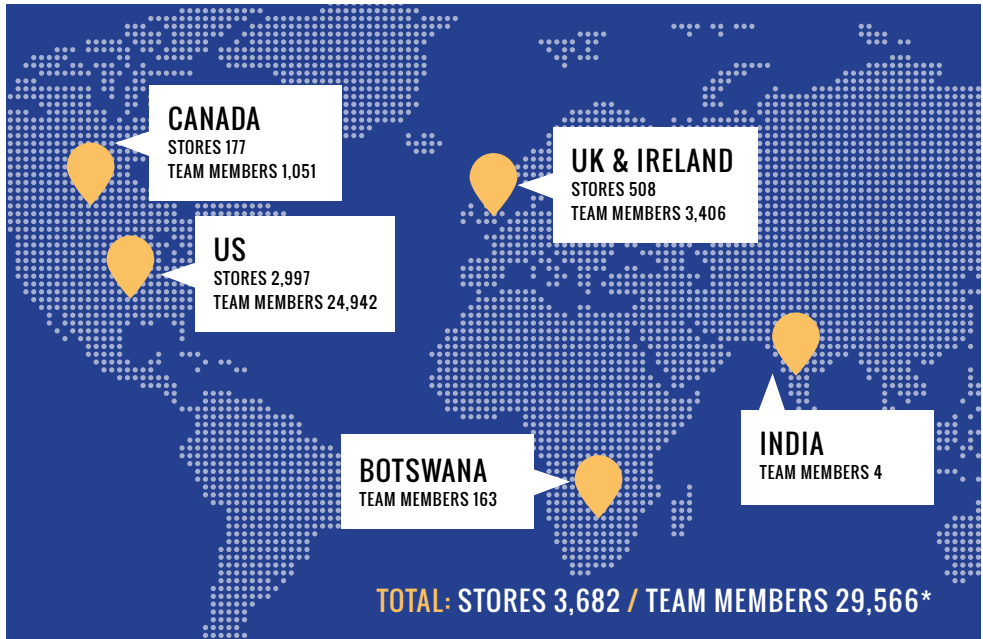
VISION & STRATEGY 2020 AND BEYOND

Our vision: Be the world's premier jeweler by relentlessly connecting with customers, earning their trust with every interaction **everywhere**.

Customer First OmniChannel Experience

 <p>Grow in the Mid Market</p> <p>Strategy 1</p>	 <p>Best in Bridal</p> <p>Strategy 2</p>	 <p>Win Fashion and Gifting</p> <p>Strategy 3</p>	 <p>Digital First and Data Driven</p> <p>Strategy 4</p>
 <p>People, Purpose and Passion</p> <p>Strategy 5</p>			

SIGNET LOCATIONS AROUND THE WORLD



*Average Number of Full Time Equivalent Persons Employed in FY17

SELECTED FINANCIAL DATA

(IN MILLIONS EXCEPT PER SHARE DATA)

	FY 2017*	FY 2016*
SALES	\$6,408.4	\$6,550.2
OPERATING INCOME	\$763.2	\$703.7
NET INCOME	\$543.2	\$467.9
EARNINGS PER COMMON SHARE (DILUTED)	\$7.08	\$6.86
WORKING CAPITAL	\$3,438.9	\$3,437.0
CAPITAL ADDITIONS	\$278.0	\$226.5

*Signet financial data covers our fiscal year 2017 (Jan. 31, 2016 - Jan. 28, 2017) and fiscal year 2016 (Feb. 1, 2015 - Jan. 30, 2016)

For more financial information please visit www.signetjewelers.com

CORPORATE SOCIAL RESPONSIBILITY AT SIGNET

Our mission is to help our customers “Celebrate Life. Express Love.®” We do that every day with the products we sell and by putting our values into action – from collaboration and passion to focusing on our customers’ needs by putting ourselves in their shoes. Our mission and our business rely on the integrity of our products and our people.

We recognize that there are direct and indirect impacts generated by our activities, in particular through our supply chain. For the jewelry supply chain, where diamonds can change hands dozens of times before reaching a customer, the challenge of ensuring stones are responsibly sourced cannot be underestimated.

At Signet we have a formal CSR governance framework with principles and policies to provide integrated oversight and management for CSR issues at multiple levels of the Company and across our geographies.

OUR MISSION AND OUR BUSINESS RELY ON THE INTEGRITY OF OUR PRODUCTS AND OUR PEOPLE.

SIGNET’S FOUR CORPORATE SOCIAL RESPONSIBILITY PILLARS

Signet’s focus is on four strategic pillars where we believe we can have the most impact: People, Responsible Sourcing, Environmental Stewardship and Charitable Giving. This Report is divided into sections which outline our accomplishments and ongoing efforts in each of these pillars.

PEOPLE

It is ingrained in Signet’s culture to empower Team Members. Being a great place to work is dependent on a positive, innovative work environment, as well as a supportive workplace. We strive to be a leader in developing and supporting that most important element of the business - our Team Members.



RESPONSIBLE SOURCING

Signet is leading efforts for the continuous improvement in the integrity of the global jewelry supply chain through its own corporate social responsibility initiatives and its active role as the industry leader.



ENVIRONMENTAL STEWARDSHIP

Environmentally responsible business practices are an important part of Signet’s overall mission. We are working to incorporate best practices across Signet business units as part of our commitment to environmental stewardship - from our offices and retail stores to suppliers.



CHARITABLE GIVING

Signet supports organizations that help improve the communities where we live and work, focusing on underserved women and children. We encourage our Team Members and customers to join us in this effort.

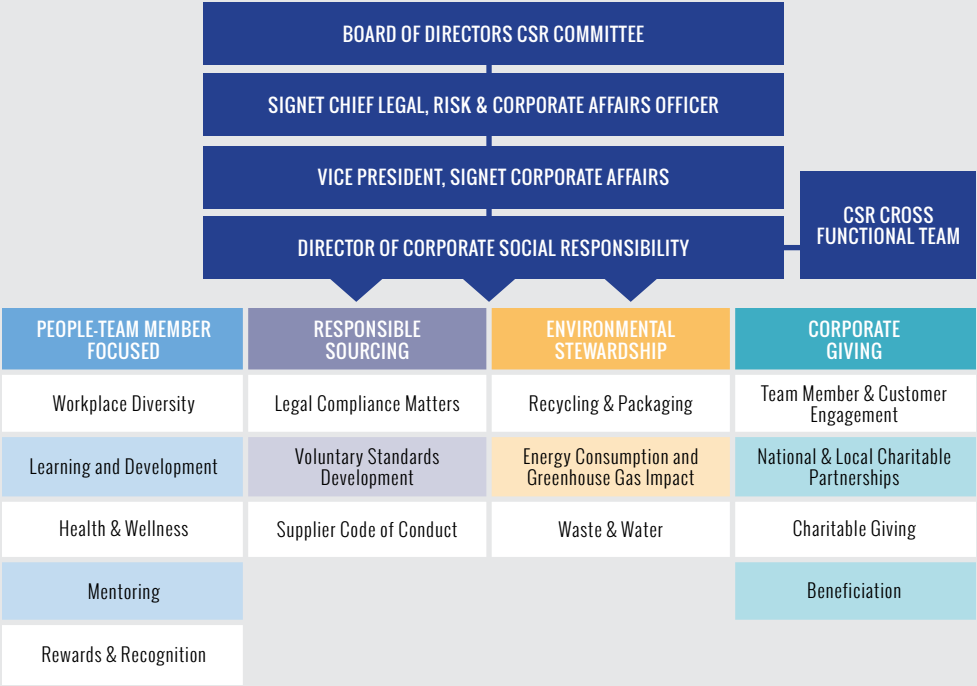


SIGNET CSR GOVERNANCE

Signet is committed to upholding high standards of corporate governance and business ethics. Our Board of Directors determines all major policies, seeks to ensure effective strategies are in place to create shareholder value and reviews internal controls and risk management systems, including those that relate to social, ethical and environmental matters.

The Board has established a CSR Board Committee that sets the strategic direction for corporate social responsibility at Signet. The Chief Legal, Risk and Corporate Affairs Officer reports to the Board CSR Committee. The Board CSR Committee has created a CSR Cross-Functional Team (CSR-CFT), which is chaired by the VP Corporate Affairs and managed by the Director of Corporate Social Responsibility. The CSR-CFT is comprised of senior leaders from across the Company

with accountability for key areas including: human resources, merchandising, operations, internal communications, risk management, facilities management and sourcing. The CSR-CFT meets quarterly. The CSR Team provides reports to the full Board at every full Board meeting. The CSR-CFT, together with the Corporate Affairs team, are responsible for implementing, tracking and reporting on the Company's CSR initiatives.



ENGAGING WITH STAKEHOLDERS IS ESSENTIAL TO BUILDING OUR REPUTATION, DEVELOPING LONG-TERM RELATIONSHIPS, HELPING SIGNET UNDERSTAND STAKEHOLDER CONCERNS AND SUPPORTING OUR MISSION.

MATERIALITY ASSESSMENT

In addition to listening to our stakeholders’ concerns on an ongoing basis, in 2016 we conducted a materiality assessment to ensure alignment on our most material CSR issues. A survey was sent to senior leaders in our Akron, Dallas and UK business operations. Leaders were asked for their perspective on key issues from: a social, ethical and environmental perspective; their importance to external stakeholders; and importance for Signet’s business success.

Although it was acknowledged that all social, ethical and environmental topics are important, we are pleased that the findings of the most important issues for Signet align with our current priorities and our four CSR Pillars.

RESULTS

	In your opinion, how important is this issue to Signet’s business success?*	How important is this issue in terms of Signet’s environmental impacts and social responsibility?*	In your opinion, how important is this issue to Signet’s stakeholders?*	OVERALL RANKING
ETHICAL LABOR PRACTICES	95	99	99	98
OVERALL CUSTOMER SATISFACTION	100	92	99	97
SOCIAL, ETHICAL AND ENVIRONMENTAL SOURCING	91	99	91	94
COMMUNITY ENGAGEMENT & PHILANTHROPY	95	95	84	91
INCREASING DIVERSITY IN THE WORKFORCE	88	92	87	89
EMERGING REGULATION, US & OTHER MARKETS	95	80	84	86

*Percent responding stating that it is of “top importance”

ENGAGING OUR STAKEHOLDERS

Engaging with stakeholders is essential to building our reputation, developing long-term relationships, helping Signet understand stakeholder concerns and supporting our mission.

The variety of our stakeholders means we engage in a range of different ways depending on the relevance of the issue and the most appropriate way to address the stakeholder’s specific needs. Engagement is systematic, conducted on a regular basis, and includes industry roundtables and regular meetings with civil society and governments.

KEY STAKEHOLDERS



*Civil Society is also frequently referred to as non-governmental organizations (NGOs) or non-profit organizations.”

PEOPLE

RESPONSIBLE SOURCING

ENVIRONMENTAL STEWARDSHIP

CHARITABLE GIVING

OUR PEOPLE PILLAR



OUR PEOPLE

At Signet, we believe that our Team Members are the most important part of our ongoing success. With this in mind, we aim to make sure all of our Team Members are engaged, encouraged and rewarded: physically, mentally and financially. We want to attract the best and brightest to join the Signet Team. We want our newest Team Members to feel welcomed and supported. We want everyone to think of Signet as a “People Company” – a People Company that sells jewelry.

WE WANT EVERYONE
TO THINK OF SIGNET AS
A “PEOPLE COMPANY” -
A PEOPLE COMPANY THAT
SELLS JEWELRY.

OUR CULTURE

“Celebrate Life. Express Love.®” This is Signet’s mission, and it encapsulates all that we are: a people Company.

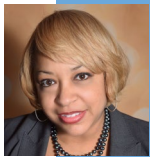
At Signet, we succeed as ONE, engaging with our customers and one another to support our strong vision and shared commitment to creating opportunities that will help both the individual and the Company grow and succeed.

We are especially proud of our tradition of promoting from within. For instance, over the last 3 years, in the UK, 96% of all promotions to leadership positions were filled internally. In 2016, in the US, nearly 10% of our Team Members received a promotion.



“PEOPLE WANT TO WORK
WHERE THEY FEEL POSITIVE
ABOUT THE COMPANY AND
THE BRAND. WE STRIVE TO
CREATE AND MAINTAIN AN
INCLUSIVE CULTURE THAT
EMBRACES DIVERSITY.”

STEVE BECKER
CHIEF HUMAN RESOURCES OFFICER



“NO MATTER WHERE A TEAM MEMBER MAY START AT SIGNET, WE AIM TO PROVIDE EVERY SINGLE INDIVIDUAL WHO HAS THE TALENT AND DRIVE WITH THE OPPORTUNITY TO TAKE ON INCREASING LEVELS OF RESPONSIBILITY.”

ROBIN SHABAZZ
SENIOR VICE PRESIDENT, NORTH AMERICAN HUMAN RESOURCES OPERATIONS

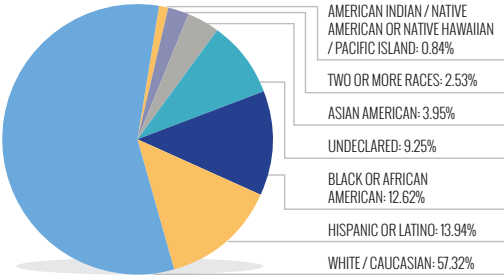
WORKPLACE DIVERSITY

At Signet, diversity is the synergy of many different people working to help all of our customers “Celebrate Life. Express Love.®” Signet values the differences among people and fosters an environment of opportunity and acceptance throughout the organization. We are an equal opportunity employer committed to promoting diversity among all levels of Team Members. Our diversity inspires innovation and is a key part of our success.

We are proud to have created an atmosphere of opportunity where the talented individuals pursuing a career with Signet, regardless of sex, race, color, or national origin know that their skills, dedication and hard work are the only criteria that determine their chances of promotion and achieving a leadership position throughout our Company. For instance, as a result of our employment and advancement programs, nearly

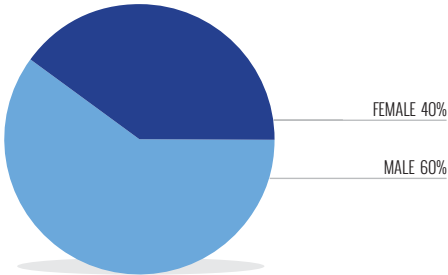
70 percent of all our leadership (assistant store manager and above) are female, and female participation in management positions continues to grow. This includes 40% of the senior management (VP and above) positions. Moreover, a [McKinsey Quarterly Article](#) names Signet as [one of the top 25 companies](#) in the US S&P 500 for women’s representation on our board of directors.

SIGNET NORTH AMERICAN TEAM MEMBER DIVERSITY



*Based on self-reporting by those individuals who worked for Signet either full or part-time at some point between Feb. 1, 2016 - Jan. 28, 2017

GENDER DIVERSITY VICE PRESIDENT AND ABOVE SIGNET GLOBALLY



DIVERSITY LEADERSHIP TEAM

Our Diversity Leadership Team (DLT) is an inclusion and diversity council comprised of Field Operations and Support Center Team Members from across all functional areas and at all levels of responsibility. The DLT is committed to the Core Value of Continuous Improvement and ensures that Signet constantly strives to use the best, most effective and inclusive practices that increase Team Member productivity, engagement and acceptance. In addition to being champions for inclusion and diversity, DLT members participate in professional development activities, support local community organizations and events, and conduct research. The five DLT subcommittees mirror the five pillars of Signet's Vision 2020. The DLT is

comprised of thirty-three Signet Team Members from all functional areas with varying tenure at the organization. Using Signet's mission statement, strategic corporate objectives, and Team Member feedback, the DLT works to:

- Identify opportunities where Signet's commitment to inclusion and diversity can be made more apparent throughout our workforce, workplace, and marketplace.
- Identify and recommend components of an inclusive and culturally diverse climate that values and accepts all Team Members.

- Encourage open lines of communication and promote cultural competence at all levels within the organization.
- Define the metrics (quantitative and qualitative) needed to measure the organization's level of inclusiveness and evaluate the effectiveness of DLT proposals.

In 2016 some of the key highlights of the DLT included:

- Conducting the third annual Akron Children's Hospital Patient Carnival in August; the 2016 theme was Camp Akron Children's Hospital.
- Expanding to include two Team Members from the Dallas Support Center.
- Promoting "Inclusion Huddles", Signet's newly revised Cultural Competence Curriculum, at team department meetings.
- Sponsoring and attending community events including: the YWCA's 2nd Annual It's Time to Talk Forum on Race in February; the Diversity Center of Northeast Ohio's 14th annual Walk, Rock, and Run in May 2016; and the Akron NAACP Annual Life Member and Scholarship Luncheon in June 2016.



"SIGNET'S LEGACY WILL BE TOLD BY OUR COLLECTIVE STORIES; WE ARE COMMITTED TO THIS JOURNEY OF MAINTAINING AN INCLUSIVE WORKPLACE THAT DELIGHTS IN OUR DIFFERENCES AND PROMOTES CIVILITY AND INTEGRITY FOR EVERYONE."

PATRICE L. HARRIS
VP LEADERSHIP DEVELOPMENT, TRAINING, AND DIVERSITY

LEARNING & DEVELOPMENT

In our business, the quality of service is a key competitive factor as nearly every in-store transaction involves Team Members taking a piece of jewelry out of a display case and presenting it to customers. The importance of recruiting and training cannot be overstated. We are proud to have what we believe is one of the best and most complete training programs in the industry — from one-on-one coaching to multi-day offsite conferences.

We offer a wide variety of training and development programs and tools to support our Team Members to achieve their full potential.

The Leadership Accelerator is one component of Signet's Leadership Development strategy, aimed at promoting leadership at every level. Each track aligns with Vision 2020, Signet's Leadership Capabilities, and Diversity and Inclusion strategic goals.

The Key Talent track of the Leadership Accelerator program is a structured, multi-year, multi-phase leadership development experience designed to further cultivate the skills, knowledge, and experiences of selected Directors and Vice Presidents.

The Program objectives are to:

- Provide knowledge, skills and experiences to help leaders navigate the complexities of a growing organization.
- Broaden participants' perspectives, internal/external networks, and cross-divisional knowledge of the business.



THE IMPORTANCE OF RECRUITING AND TRAINING CANNOT BE OVERSTATED. WE ARE PROUD TO HAVE WHAT WE BELIEVE IS ONE OF THE BEST AND MOST COMPLETE TRAINING PROGRAMS IN THE INDUSTRY.

EMERGING LEADERS

The Emerging Leader track of the Leadership Accelerator program is a structured, multi-year, multi-phase leadership development experience designed to:

- Provide participants with the knowledge, skills and experiences required to accelerate professional and personal growth.
- Strengthen participants' executive presence, leadership skills and competencies to drive results in current and subsequent roles.
- Broaden participants' perspectives, internal network, and cross-divisional knowledge of the business.



THE PROGRAM CONSISTS OF THREE PHASES:

PHASE 1: LEARNING TO LEAD - LEADERSHIP TRAINING (5 MONTHS)

PHASE 2: ACTIVATING THE SIGNET LEADER - MENTORING & COACHING (12 MONTHS)

PHASE 3: PURPOSE-DRIVEN LEADERSHIP - CORPORATE SOCIAL RESPONSIBILITY (12 - 18 MONTHS)

ROTATIONAL DEVELOPMENT OPPORTUNITIES:

Demonstrating leadership and a mindset of continuous learning is essential for career growth and job satisfaction at Signet. Assignments in other departments increase Team Members' breadth and depth of knowledge, and broaden relationships and business perspectives. The experience enhances the readiness of leaders to take on additional responsibility or bigger roles at Signet. Signet has two programs: the Transformational Leadership Team (focused on identifying and enabling tactical performance improvement opportunities that are expected to impact the top and bottom line within a 1-3 year time frame) and the Strategy Team. Both are rotational, with an expected duration of 15 - 24 months; not to exceed 36 months. They are intended to provide a growth and leadership experience to our best talent, enhancing career opportunities and job satisfaction.

ONLINE LEARNING: We offer a range of online courses, videos, and job aids through our Signet Learning Portal. This allows Team Members the ability to access learning on-demand while working at their own speed and convenience. Courses vary from product knowledge to leadership and technical topics. In 2016, 21,423 Team Members participated in at least one online learning course.

SHAW LEADERSHIP DEVELOPMENT CENTER:

The Shaw Leadership Development Center opened in June 2015 and reflects Signet's organizational commitment to learning and leadership development – it serves as Signet's first dedicated space for training, leadership development, and diversity-focused events.

DIAMOND COUNCIL
of AMERICA



Career development is linked to personal development and growth. All of our store managers must become certified diamondologists. Moreover, Signet has a culture in which our Team Members are compensated for strong individual and store results.

**ALL SIGNET STORE
MANAGERS BECOME
CERTIFIED DIAMONTOLOGISTS
VIA THE DIAMOND COUNCIL
OF AMERICA.**

MENTORING



CONNECTIONS PROFESSIONAL LEVEL MENTORING PROGRAM

Created in 2005, this program is designed for exempt (salaried) Team Members seeking an opportunity to grow within their current role or department, and focuses on Signet's Leadership Capabilities. This year-long program typically accepts 10 Team Members into the program annually. Since its inception, over 150 Team Members have taken part.



GROWTH THROUGH EMPLOYEE MENTORING (GEM) PROGRAM

The program is designed for non-exempt (hourly) Team Members who are looking to explore career areas of interest in another department. The program was initiated in 1999 and typically accepts 15 Team Members into the program annually. Over 200 Team Members have completed the program to date.



REWARDS & RECOGNITION

We also strive to reinforce our tradition of rewarding the hard work, commitment and performance for which Signet Team Members are known. Programs such as “Signet’s Best,” and the “Achievement of Excellence” reward Team Members for their outstanding efforts, delivery of results and overall contributions to the Company. To put it simply, we want to recognize Team Members who distinguish themselves by going over and above and by exemplifying Signet’s Core Values.

“ACHIEVEMENT OF EXCELLENCE:” The award is the highest honor that we

as a Company bestow upon our exempt (salaried) Team Members. The individuals chosen have shown their excellence by Living the mission each and every day, by living our Core Values and by producing exceptional results.

“BEST OF THE BEST:” The “Best of the Best” award is the highest honor that we as a Company bestow upon our non-exempt (hourly) Team Members. At the end of the year, forty nominees are invited to the “Best of the Best” ceremony and reception. Six are then recognized as the “Best of the Best.”

In 2017, we will be launching our new Shine with Signet Rewards and Recognition program. The new platform includes the best of our current programs while also incorporating peer-to-peer recognition tied directly to our Core Values. This includes eCards to say thank you, and a social media feed that will highlight the recognition messages that our Team Members receive. It’s a fun and unique way to show appreciation, and share the amazing examples of how our Team Members are Living Our Words.

HEALTH & WELLNESS

We know that the health and well-being of our Team Members and their families is important to the health and well-being of the Company. We have developed enterprise-wide strategies to support the physical, mental, social, environmental and financial wellness of our Team Members at work and at home. Signet invests in our Team Members’ positive overall health by providing a variety of on-site and Internet-based educational and activity-based programs and services aimed at prevention, health management and optimal engagement with emphasis on specific multicultural needs.

Signet does extensive research to



assess the health and financial wellness of our Team Members. In 2015, we launched a Global Wellness Assessment designed to begin building a wellness framework that is driven by the motto of “People, Purpose and Passion.” During the initial phase of the assessment, over 3,850 Team Members in North America and the United Kingdom responded to an online survey. The purpose of the survey is to gain insight into Team Members’ perception of their personal wellness and to understand their willingness to improve their current health status. The assessment process is ongoing and the results are being used to adapt and design programs to increase the well-being of Team Members and their dependents.

ON THE MOVE

We encourage every Team Member to improve their physical fitness. In 2016, we introduced the “On the Move Challenge,” an organization-wide wellness program designed to transform the way Team Members think about physical activity.

This 12-week challenge, open to all Team Members in North America and the United Kingdom, inspired



“WE UNDERSTAND THAT WELLNESS IS NOT A PLACE YOU END UP, BUT RATHER A LIFETIME JOURNEY. THAT IS WHY SIGNET DESIGNS PROGRAMS THAT ACT AS A COMPASS AND TEAM MEMBERS ARE ENCOURAGED TO DESIGN THEIR OWN HEALTH AND FINANCIAL WELLNESS MAP.”

SHELLEY BEAVERS
SIGNET DIRECTOR WELLNESS

personal wellness goals, track their movement, share their successes, and encourage Team Members across the globe through a social support system. Following the challenge, Team Members joined On the Move Monthly, which allows participants to continue tracking their movement until the next annual challenge, and provides access to weekly inspirational video messages, instructional fitness videos, self-assessments, wellness articles and related quizzes.

In addition to mammography, a menu of health and wellness activities were made available at our recent 2016 Managers' Leadership Conference (see box on page 15). Managers from across North America were eligible to participate in a free vascular ultrasound screening, kick boxing and yoga classes, and chair massages. They could also choose from nine different "Health and Financial Wellness Talks" on topics such as Budget/Savings Strategies and Emotional Intelligence. Managers also could stop by the Your Life In Motion Expo to pick up information or enroll in Signet's health, financial and wellness programs, including the Employee Stock Savings Plan, 401(k) Plan or the Your Life Smokeless Program.

SMOKING CESSATION SUPPORT

Your Life Smokeless is a tobacco cessation program made available to all North America Team Members at no cost. This 12-month program teaches the necessary skills to achieve permanent abstinence from all forms of tobacco. Participants receive telephonic coaching from a certified lifestyle coach; and quitting

techniques are designed to fit the Team Members' lifestyle. 83 of the 183 people who enrolled in the program were tobacco-free as of the end of September 2016, a cessation rate of 45%.

BLOOD DONATIONS

Signet understands the importance of giving back to the world, and that is why we made available for the first time at the 2016 Managers' Leadership Conference (MLC) the opportunity to donate blood. 81 pints of blood were collected at the MLC. When added to blood donations collected at our Akron and Dallas Support Centers throughout the year, Team Members donated 459 pints of blood during 2016. Each whole blood donation has the potential to save up to three lives.

YOUR LIFE EMPLOYEE ASSISTANCE PROGRAM (EAP)

Whether Team Members are looking for guidance with day-to-day concerns or with a difficult crisis, the Your Life EAP helps Team Members identify solutions to assist

with a wide range of challenges. Open to all Signet Team Members and members of their household, the Your Life EAP is available 24 hours a day, seven days a week by phone or online. Services range from in-person counseling sessions to financial and legal consultations. Further, the "Ready to Change" Coaching Program connects Team Members with a Your Life EAP coach to establish realistic goals to improve parenting skills, get fit through exercise or lose weight.

83 OF THE 183 PEOPLE WHO ENROLLED IN THE PROGRAM WERE TOBACCO FREE AS OF THE END OF SEPTEMBER 2016, A CESSATION RATE OF 45%.

RECOGNITION

- Akron Marathon Corporate Cup Challenge 2014, 2015 (Local)
- Akron Corporate Challenge (3rd place, 2016, Local)
- Healthy Ohio Healthy Workplace (Silver Level, State)
- American Fit-Friendly Worksites (Gold Achievement 2016, National)
- 2016 Workplace Health Achievement (Bronze Level, USA, National)
- Sunday Times 25 Best Big Companies to Work for 2016 (United Kingdom, National)
- WELCOA Most Active Companies (Large Business, National)
- Northcoast 99, Wellness



ON-SITE FITNESS CENTERS



We also offer on-site fitness centers called “SigFIT” at our Akron and Dallas Support Centers and manufacturing facilities. Open 24 hours a day, 7 days a week, SigFit has state-of-the-art fitness equipment including elliptical trainers, exercise bikes, treadmills and strength training equipment.

Most centers offer group fitness classes, such as Barre, boxing, TRX and yoga. As part of our commitment to education and awareness, we make available the “SigFIT” lecture series on topics related to health management, prevention, healthy lifestyle and financial wellness. Team Members in the Akron Support Center have access to an outdoor walking track. There will also be an outdoor walking path available to Dallas Support Center Team Members when our new facilities open in 2017.

WE OFFER ON-SITE FITNESS CENTERS CALLED “SIGFIT” AT OUR AKRON AND DALLAS SUPPORT CENTERS AND MANUFACTURING FACILITIES.

PREVENTIVE CARE AND HEALTH SCREENINGS

Preventive care and health screenings are the foundation of Signet’s wellness philosophy. Communication strategies are focused on encouraging Team Members and their dependents to get age appropriate vaccinations and health checkups and screenings. Over 320 women are screened each year at our on-site mammography clinics held at the Akron and Dallas Support Centers and offered at our annual Managers’ Leadership Conference. All Team Members in North America are eligible to receive a free flu vaccination through on-site clinics and a national voucher program; 1,639 shots were administered in 2016.

“IF NOT FOR THE FREE HEALTH SCREENING OFFERED AT THE MANAGERS’ LEADERSHIP CONFERENCE, MY OUTCOME WOULD BE VERY DIFFERENT. IT SAVES LIVES—IT HAS SAVED MINE.”

ANNA LIECHTY
ZALES #1486



PEOPLE

RESPONSIBLE SOURCING

ENVIRONMENTAL STEWARDSHIP

CHARITABLE GIVING

OUR RESPONSIBLE SOURCING PILLAR



Children of artisanal miners in the Democratic Republic of Congo attending a school made possible by Signet Jewelers and the Diamond Development Initiative (see page 21 for details).

OUR COMMITMENT TO RESPONSIBLE SOURCING

Jewelry is personal. It is an expression of love, of joy, a symbol of our most meaningful moments in life. Jewelry touches the lives of millions of people around the world. We have taken a leadership role in the development of harmonized industry guidance and standards for many years to ensure that our jewelry is made with integrity, and sourced from a supply chain that is held to a higher standard. As part of our Core Values we are always

looking for ways to continuously improve and to do the right thing even when no one is looking. While the jewelry industry is associated with many celebratory moments, it is also connected to a complex supply chain filled with concerns about the origin of many materials – such as gold and diamonds. The industry as a whole has taken steps to improve the transparency and integrity of the jewelry supply chain.



“TRUST IS PARAMOUNT IN OUR BUSINESS. WE KNOW THAT OUR CUSTOMERS EXPECT US TO ENSURE THAT THE DIAMONDS, GOLD AND OTHER GEMS AND METALS IN THE JEWELRY THEY BUY IS SOURCED RESPONSIBLY.”

LYNN DENNISON
CHIEF LEGAL, RISK & CORPORATE
AFFAIRS OFFICER

AT SIGNET, WE ARE LEADING THE WAY BY DEVELOPING ADDITIONAL STANDARDS TO HOLD EVERYONE INVOLVED IN THE SUPPLY CHAIN ACCOUNTABLE.



“SIGNET IS LEADING EFFORTS FOR THE CONTINUOUS IMPROVEMENT IN THE INTEGRITY OF THE GLOBAL JEWELRY SUPPLY CHAIN, THROUGH ITS OWN CORPORATE SOCIAL RESPONSIBILITY INITIATIVES, AND ITS ACTIVE ROLE AS THE INDUSTRY LEADER.”

DAVID BOUFFARD
SIGNET VICE PRESIDENT, CORPORATE AFFAIRS

As the world's largest retailer of diamond jewelry, we know we must lead by example. Our dedication to product integrity is at the core of how we do business. When a customer purchases jewelry from a Signet brand store, they assume that our jewelry has been sourced responsibly. When a customer asks a question about our sourcing practices, our Team Members have the information available to answer them. We are not only dedicated to our own supply chain, but are leading the efforts to foster increasingly transparent and responsible jewelry supply chains around the world.

We have worked to advance rigorous sourcing standards such as the [Signet Responsible Sourcing Protocols](#) (SRSPs) for [Gold](#), for

[Tungsten, Tantalum, and Tin \(3Ts\)](#), and for [Diamonds](#). We engage and work collaboratively with industry, governments, trade associations, civil society and suppliers to address industry concerns and to drive positive change throughout the supply chain. Naturally, Signet sources its own gold, 3Ts and diamonds responsibly in accordance with the SRSPs.

Ensuring the integrity of the supply chain is an issue that affects the entire jewelry industry. Signet therefore believes it is often best to address the challenges through dedicated industry organizations. Signet is a Founding and Certified Member of the [Responsible Jewellery Council \(RJC\)](#) and the [World Diamond Council](#)

(WDC). In the United States we are members of [Jewelers of America \(JA\)](#) and the [Jewelers Vigilance Committee \(JVC\)](#) (See box on page 23 for detailed list).

The industry as a whole has recognized the need for change. A global agreement to address concerns over the diamond supply chain occurred in 2003, with the establishment of the Kimberley Process Certification Scheme (Please see Box on page 20). At Signet, we are leading the way by developing additional standards to hold everyone involved in the supply chain accountable through new and continuously improving processes.

CONFLICT-FREE GOLD

The Dodd-Frank Wall Street Reform and Consumer Protection Act, passed by the US Congress in July 2010, includes a provision – Section 1502 – aimed at stopping the national army and rebel groups in the Democratic Republic of Congo (DRC) from illegally using profits from the minerals trade to fund their conflict. Section 1502 is a disclosure requirement that calls on companies to determine whether their products contain “conflict minerals” – by carrying out supply chain due diligence – and to report this to the Securities and Exchange Commission (SEC).

SIGNET IS ONE OF ONLY FOUR COMPANIES TO HAVE ITS GOLD “CONFLICT-FREE” FILING WITH THE SEC INDEPENDENTLY AUDITED IN LINE WITH THE DODD-FRANK REQUIREMENTS FOR “CONFLICT MINERALS” IN 2014, 2015 AND 2016.

Signet can confirm that its suppliers reported that over 99% of the gold sourced by Signet is from supply chains that are “conflict-free.” Signet has also reported that its supply chains of gold and 3Ts do include sources from areas of conflict. However, these sources are all certified and independently audited under strict industry standards to ensure they do not contribute to conflict; instead these sources are believed to actually provide social and economic benefits in these countries, but do not contribute to conflict.

Signet believes that Section 1502 has been a global driving force in the supply chains of 3TG to establish and maintain responsible, conflict-free supply chains. We acknowledge that Section 1502 has had some unintended consequences leading some industry participants to avoid minerals from the DRC and neighboring countries. However, Signet believes that this can be corrected by amending Section 1502 to align with the OECD's Due Diligence Guidance, whereby US companies are required to undertake and report on due diligence in their supply chains in accordance with the OECD Guidance. Thus, supplies from these “covered countries” can be sourced providing they are verified as “conflict-free.”

Irrespective of the future of this particular piece of legislation, Signet maintains its dedication to responsible sourcing. We will continue to strive to provide industry leadership and encourage continuous improvement in the global jewelry supply chain.



**1 OF
ONLY 4**

COMPANIES THREE CONSECUTIVE
YEARS CONFLICT-FREE GOLD

99%

GOLD SOURCED BY SIGNET IS
CERTIFIED “CONFLICT-FREE”

RESPONSIBLE SUPPLY CHAINS

Jewelry supply chains are often extremely varied and complex. The raw materials that go into our jewelry – including gold, diamonds and other precious metals and stones – come from a multitude of locations around the world. At Signet, we understand that because this is such a complex supply chain, maximizing transparency is essential. To improve transparency, we take a two-pronged approach: one that focuses on our suppliers and one that focuses on raw materials.

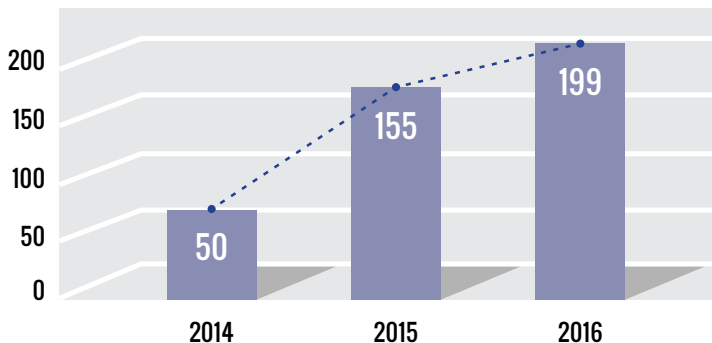
We have been instrumental in helping to create organizations like the Responsible Jewellery Council (RJC) which offers businesses an internationally recognized standard to audit and certify their responsible sourcing practices. Signet is an original Founding and Certified Member of the RJC. In 2016, we communicated to our suppliers that they will also be required to become RJC members. The number of Signet suppliers that are currently RJC members has nearly quadrupled in the last three years. The RJC is successfully driving improvement in sourcing practices for the diamond, gold and platinum group metals jewelry supply chain.

Throughout our supply chain, whether we are sourcing directly from mining companies, from the open market or buying from jewelry manufacturers, we have a rigorous due diligence process. Our verification process includes internal and third-party audits, as well as third-party certification such as RJC certification.

Our Supplier Code of Conduct is included in our vendor-buyer agreement and sets out the Company's expectations of suppliers to align with our responsible sourcing practices.

TO IMPROVE TRANSPARENCY, WE TAKE A TWO-PRONGED APPROACH: ONE THAT FOCUSES ON OUR SUPPLIERS AND ONE THAT FOCUSES ON RAW MATERIALS.

SIGNET SUPPLIERS WHO ARE RJC MEMBERS



From a raw materials perspective, we have taken an industry-leading role by establishing our Signet Responsible Sourcing Protocols for Gold, for Tungsten, Tantalum, and Tin (3Ts), and most recently Diamonds. By closely collaborating with key partners throughout our supply chain, we designed flexible and adaptable systems that raise the standard for responsibly sourcing raw materials in the jewelry supply

chain. The Protocols are aligned with the Organisation for Economic Co-operation and Development (OECD), Due Diligence Guidance for Responsible Supply Chains and industry standards, and verifiable by third-party audit. We are currently developing SRSPs for silver and platinum group metals, which we are launching in 2017, and for colored gemstones, which is scheduled to launch by 2020.



We are committed to supporting communities beyond the regions where we have sales operations. Signet is partnering with the Diamond Development Initiative (DDI) to improve the well-being of artisanal mining communities in the Democratic Republic of Congo (DRC).

OUR COLLABORATIVE EFFORTS HAVE CONTRIBUTED TO INDUSTRY-WIDE IMPROVEMENTS.

OUR DIAMONDS



We are very concerned by the violence in countries where proceeds from the sale of diamonds and other natural resources are used to fund rebel activities or lead to human rights abuses. Since 2003, the Kimberley Process Certification Scheme (KPCS), supported by national and international legislation, has sought to certify the legitimate origin of uncut (rough) diamonds. Significant progress has been made since the system was established, and it is estimated that less than 1% of rough diamonds could have any association with conflict as currently defined. However, the challenges are never static and there is still a lot more work to be done. Signet, along with many in the diamond industry, believes that the KPCS mandate should be expanded to ensure that human rights abuses are not associated with diamond mining in any member country.

Our collaborative efforts have contributed to industry-wide improvements including:

- Participating in multi-stakeholder coalitions seeking to learn about and address critical barriers to the production and trade of artisanal gold, through Responsible Artisanal Gold Solutions Forum (RAGSF) since 2015.
- Participating in international public policy forums as advocates for increased transparency, for example the OECD's Forums on Conflict Minerals Due Diligence, the OECD Multistakeholder Working Group and Informal Expert Group since 2012.
- Investing in diamond-producing countries to address challenges facing the artisanal mining communities, by partnering with the Diamond Development Initiative (See page 21) since 2014.
- Actively serving on the Kimberley Process Task Force and the Working Group on Statistics to ensure and promote integrity in the diamond supply chain monitoring systems since 2002.

THE KIMBERLEY PROCESS CERTIFICATION SCHEME

The Kimberley Process Certification Scheme (KPCS) is a joint government, industry and civil society initiative to stem the flow of conflict diamonds – rough diamonds used by rebel movements to finance wars against legitimate governments. The Kimberley Process has 54 participants, representing 81 countries. Kimberley Process members account for approximately 99.8 percent of the global production of rough diamonds. This system is aimed at preventing rebels from introducing contraband diamonds mined in conflict zones into the legitimate supply chain. Signet fully supports the Kimberley Process; all of the diamonds we buy are warranted to be sourced from KPCS compliant countries.

DIAMONDS DO GOOD

The Diamonds Do Good Initiative was created by the Diamond Empowerment Fund, of which Signet has been a long-time member and supporter. Signet supports the Diamond Empowerment Fund/ Diamonds Do Good mission because it focuses on how diamonds enrich the lives of people in the communities all along the supply chain.

In 2016, Signet implemented a program to raise awareness of the initiative by displaying the Diamonds Do Good seal in US stores as well as promoting the initiative via our Kay, Jared and Zales websites.

**DIAMOND
EMPOWERMENT
FUND®** DIAMONDS DO GOOD®



MOBILE SCHOOLS IN THE DEMOCRATIC REPUBLIC OF CONGO (DRC)

Schools are often far away from artisanal mining communities, so children miss out on formal education and may work in the mining fields. Through its “*Sending Schools to Kids*” initiative, the Diamond Development Initiative (DDI), an international non-profit organization focusing on the political, social and economic challenges facing the artisanal diamond mining sector, is sending schools to them, taking children from the mine to the classroom. DDI provides mobile facilities,

portable materials and teachers to remote mining communities where education is not available.

In 2016, Signet partnered with DDI to fund two mobile schools for mining communities in the Kasai Occidental province of the DRC. These schools provide customized education to 50 children who might otherwise be working in the mining fields. Students are provided with uniforms, school materials and daily meals.



WHERE SIGNET GETS ITS DIAMONDS

ROUGH DIAMONDS

Purchased from suppliers in countries that comply with the Kimberley Process Certification Scheme.

We also purchase directly from miners through [De Beers Global Sightholder Sales](#), as an [ALROSA Long Term Buyer](#) and as a [Rio Tinto Select Diamantaire](#). 100% of Signet diamonds are certified as conflict free.

POLISHED DIAMONDS

Rough diamonds are cut and polished internally or sourced from suppliers that comply with the World Diamond Council System of Warranties.

JEWELRY MANUFACTURING

Most diamond jewelry is manufactured by suppliers that demonstrate they adhere to all of Signet's standards.

100%

OF SIGNET DIAMONDS ARE
CERTIFIED AS CONFLICT FREE



INDUSTRY PARTNERS



LAUNCHING THE SIGNET RESPONSIBLE SOURCING PROTOCOL FOR DIAMONDS

Bringing about industry transformation takes extensive industry collaboration. Recognizing our position as a leader in the industry, three years ago Signet began the development of the award-winning Signet Responsible Sourcing Protocol for Diamonds (D-SRSP). With multi-stakeholder input from experts across the diamond industry, civil society and governments, we developed a new protocol which raises the standards for diamond sourcing.

We worked extensively with civil society organizations such as Partnership Africa Canada and the Diamond Development Initiative, the Organisation for Economic Cooperation and Development (OECD) as well as the EU, US and UK governments, industry groups, and key Signet diamond suppliers from around the world to develop a robust assurance process. This process, which applies to rough diamonds, polished diamonds, and diamonds set

into finished jewelry, aims to ensure that Signet's diamond supply chain is free from diamonds associated with conflict or human rights abuses.

The Protocol was launched in January 2016, and is being introduced to all of our suppliers as a condition of doing business with Signet. During the 2016 roll-out phase, suppliers were “working towards compliance” with the expectation that they will be in full auditable compliance in 2017. Conformance with the Protocol, which requires suppliers to undertake due diligence on the sources of the diamonds they deliver to Signet, builds on years of initiatives by industry and governments. As the world's largest retailer of diamond jewelry, we are asking suppliers to carefully map their supply chains. In doing so we believe this will not only improve the integrity of our own supply chain, but also for the industry as a whole.

The D-SRSP was launched in 2016 and we will have the first baseline data in 2017. Nevertheless, the D-SRSP is already creating an impact:

- The process created a space for valuable conversations across the industry.
- The launch events, held in several countries throughout 2016, became a de-facto industry responsibility roundtable discussion and resulted in a series of seminars at major trade events.
- Ongoing multi-stakeholder engagement makes this a rich and continuing dialogue focused on continuously improving the Protocol and also on wider issues facing the industry.

“THE D-SRSP BUILDS ON EXISTING DIAMOND INDUSTRY STANDARDS, THE U.N. GUIDING PRINCIPLES ON BUSINESS AND HUMAN RIGHTS AND THE OECD’S DUE DILIGENCE GUIDANCE FOR RESPONSIBLE SUPPLY CHAINS TO ENSURE TRANSPARENCY THROUGH A COLLABORATIVE PROCESS THAT IS PRACTICAL AND WORKABLE.”

MARK LIGHT
SIGNET CHIEF EXECUTIVE OFFICER
AND DIRECTOR

The D-SRSP is an open-source document and therefore available to any organization to use in their own supply chain. Indeed, Signet welcomes the use of its SRSPs by other companies. The Hermes Retail Week Supply Chain Awards 2016 recognizes retailers, suppliers or individuals who are re-inventing all aspects of modern retail supply chains, from delivery and logistics, to technology and talent development.

On September 29, the UK-based Retail Week trade magazine awarded Signet Jewelers the International Supply Chain Project of the Year.

The honor was given for the creation and launch of the Signet Responsible Sourcing Protocol for Diamonds (D-SRSP), which provides increased transparency and further commitment to the continuous improvement in the integrity of the global diamond supply chain.



METALS

As with diamonds, we have taken considerable steps in our metals supply chain to ensure that no actions directly or indirectly finance armed conflict or serious human rights violations; including the Democratic Republic of Congo (DRC) and its adjoining countries. Signet's gold supply chain has been verified as conflict-free in line with the Dodd-Frank Wall Street Reform and Consumer Protection Act (Dodd-Frank Act). We believe that a responsible, conflict-free supply chain is fundamental to the reputation of the jewelry industry as a whole, and are committed to our efforts to advance responsible sourcing throughout the supply chain.

In 2012, we conducted extensive research and consulted with multiple stakeholders to develop the Signet Responsible Sourcing Protocols for Gold and for Tungsten, Tantalum, and Tin (3Ts). The SRSPs are a guide for Signet's suppliers to ensure that any gold and 3Ts provided to Signet is conflict-free, at all levels of the supply chain. This includes: refineries, banks, precious metals trading companies, subcontractors of component parts or finished products, scrap and recycled gold and "grandfathered" gold. Suppliers are required to validate, certify and audit all supplies of gold from every source used for all gold products (finished and components) and for all products containing gold, with the exception of watches.

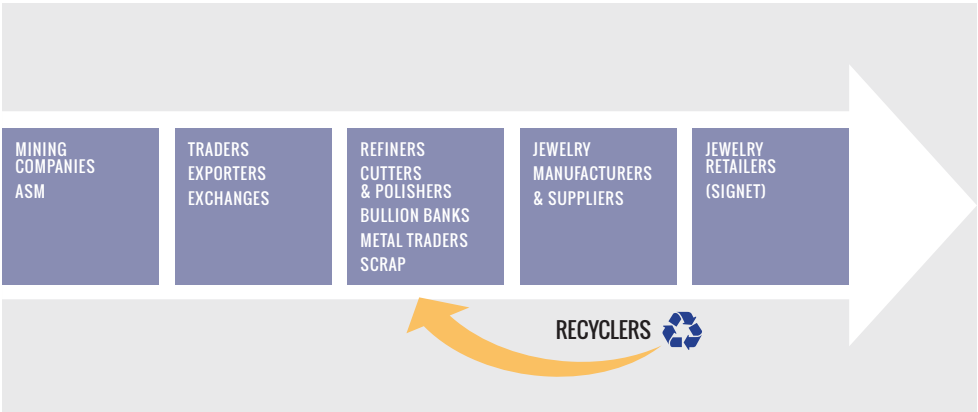
The SRSP recognizes and supports the following international standards and guidelines as core references for supplies of gold:

- The Organisation for Economic Cooperation and Development (OECD) Due Diligence Guidelines Supplement for Gold;
- The London Bullion Market Association (LBMA) Responsible Gold Guidance;
- The Responsible Jewellery Council (RJC)'s Chain of Custody; and
- The Fairtrade Gold Standard.

WE BELIEVE THAT A RESPONSIBLE, CONFLICT-FREE SUPPLY CHAIN IS FUNDAMENTAL TO THE REPUTATION OF THE JEWELRY INDUSTRY AS A WHOLE, AND ARE COMMITTED TO OUR EFFORTS TO ADVANCE RESPONSIBLE SOURCING THROUGHOUT THE SUPPLY CHAIN.

JEWELRY SUPPLY CHAIN

THE FOLLOWING IS A SIMPLIFIED OVERVIEW OF THE KEY ACTORS ALONG THE JEWELRY SUPPLY CHAIN



ARTISANAL GOLD

As part of our commitment to advance responsible sourcing throughout the gold supply chain, Signet is currently participating in a multi-stakeholder group to develop a process of sourcing responsibly managed, artisanal-mined metals from conflict-affected regions. The formalization of the artisanal mining sector has the potential to dramatically improve working conditions and wages for miners in these regions, providing them with a sustainable livelihood. In addition, a robust tracking and monitoring system of gold flows would dramatically reduce mining communities' vulnerability to corruption and exploitation. Artisanal mining has the potential to improve the livelihoods of millions of people.

In 2015, Signet contributed funding to the Responsible Artisanal Gold Solutions Forum (RAGSF), a multistakeholder coalition including supply chain participants in the jewelry and electronics industries (refiners, manufacturers, distributors and retailers), governments, civil society, the OECD and industry organizations such as LBMA and RJC. RAGSF seeks to learn about, and address the critical barriers to the production and trade of artisanal gold from the Great Lakes Region in the DRC and establish transferable best practice for the artisanal industry internationally.

RAGSF is under discussion with pilot sourcing projects to test and learn about responsible artisanal gold

supply chains in the DRC, including adapting and implementing due diligence guidance. Signet is committed to helping ensure that gold from these projects can be part of Signet's supply chain in the future.

SIGNET IS CURRENTLY PARTICIPATING IN A MULTI-STAKEHOLDER GROUP TO DEVELOP A PROCESS OF SOURCING RESPONSIBLY MANAGED, ARTISANAL-MINED METALS FROM CONFLICT-AFFECTED REGIONS.

THE FORMALIZATION OF THE ARTISANAL MINING SECTOR HAS THE POTENTIAL TO DRAMATICALLY IMPROVE WORKING CONDITIONS AND WAGES FOR MINERS



RESPONSIBLE ARTISANAL GOLD SOLUTIONS FORUM (RAGSF) PARTNER PROJECT

PARTNERSHIP AFRICA CANADA: JUST GOLD

Partnership Africa Canada is participating in the Forum as implementer of the [Just Gold](#) pilot program. The program, funded by Global Affairs Canada and USAID, aims to bring legal, conflict-free, and traceable artisanal gold from mine sites in the DRC to international markets. The program creates incentives for artisanal miners to channel their product to legal exporters by providing technical assistance to miners in return for legal sales. Miners are taught better techniques and offered equipment, in return for which any gold produced must be tracked and sold through legal channels. The project is designed to be financially sustainable, with the margin from the gold sales paying for maintenance of project equipment. A percentage is also invested into a locally managed community development fund, with a goal to promote local natural resource governance and increase benefits from natural resources to all members of the community*. The USAID-funded Capacity Building for a Responsible Minerals Trade program is also engaged with the Forum, and seeks to establish a responsible artisanal gold supply from the DRC.

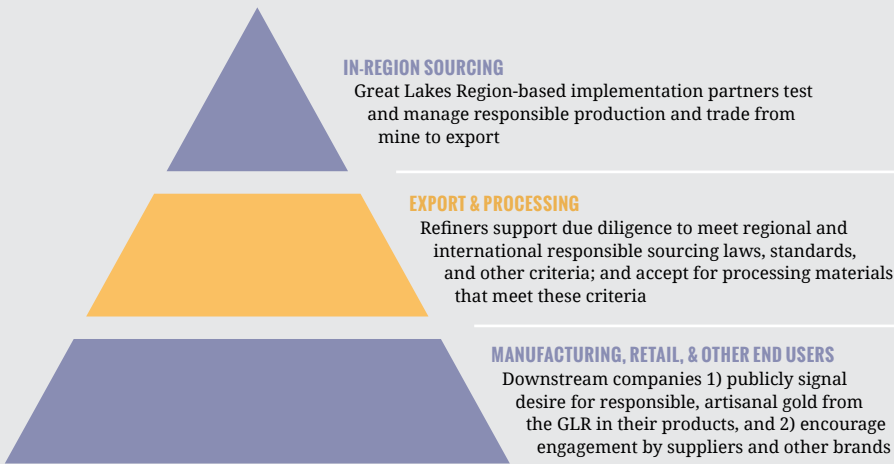
MINERS ARE TAUGHT BETTER TECHNIQUES AND OFFERED EQUIPMENT, IN RETURN FOR WHICH ANY GOLD PRODUCED MUST BE TRACKED AND SOLD THROUGH LEGAL CHANNELS.

RESPONSIBLE ARTISANAL GOLD SOLUTIONS FORUM - ACTIVITIES

TESTED & SHARED LEARNING PLATFORM

Pilot implementers and downstream companies, along with civil society and government partners, identify and seek to remove barriers to artisanal gold sourcing, support alignment of systems and practices, and communicate lessons learned

SOURCING PILOT (1 ASSESSMENT, PHASE 2, IMPLEMENTATION)



Source: RAGSF <http://solutions-network.org/site-ragsforum/>

*Signet does not currently provide financial support to this project or mining community.

PEOPLE

RESPONSIBLE SOURCING

ENVIRONMENTAL STEWARDSHIP

CHARITABLE GIVING

OUR ENVIRONMENTAL STEWARDSHIP PILLAR



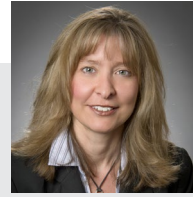
OUR APPROACH TO ENVIRONMENTAL STEWARDSHIP

Environmental Stewardship is part of our Core Values. We are always looking for ways to continuously improve and Do The Right Thing Even When No One Is Looking. At Signet we also understand that being good stewards of the environment is not only the right thing to do, it also makes good business sense. Efficiency, whether it is in energy, water or operations, is the hallmark of a well-managed company.

We are taking important steps to optimize our transportation practices and to reduce the environmental impact of our approximately 3,600 retail stores and offices. This includes incorporating best practices in energy conservation, green building principles, and water conservation to reduce our impact wherever possible.

In 2015, we conducted a detailed environmental impact assessment using the Retail Industry Leaders Association (RILA) Sustainability Maturity Matrix. This provides the retail industry with guidance for managing sustainability performance and is a suitable tool to help Signet set minimum standards across different sustainability dimensions. On an annual basis we track and collect performance data from our offices and stores in the US and the UK.

Our environmental policies provide internal guidelines for our stores and programs for employees to increase their knowledge of regulations, the proper disposal of waste, and respect for local communities and environments.



"WE LOOK AT OUR COMPANY AS PART OF A BIGGER SYSTEM. ENVIRONMENTAL STEWARDSHIP MATTERS NOT ONLY TO US BUT TO OUR COMMUNITIES AND CUSTOMERS."

MICHELE SANTANA
CHIEF FINANCIAL OFFICER




"SIGNET UNDERSTANDS THE IMPORTANCE OF BEING ENVIRONMENTALLY CONSCIOUS - THAT THROUGH RESPONSIBLE ENVIRONMENTAL PRACTICES WE CAN DO OUR PART TO REDUCE OUR IMPACT."

DANA PALMER
VICE PRESIDENT, DESIGN & FACILITY SERVICES

WE ARE TAKING IMPORTANT STEPS TO OPTIMIZE OUR TRANSPORTATION PRACTICES AND TO REDUCE THE ENVIRONMENTAL IMPACT OF OUR APPROXIMATELY 3,600 RETAIL STORES AND OFFICES. THIS INCLUDES INCORPORATING BEST PRACTICES IN ENERGY CONSERVATION, GREEN BUILDING PRINCIPLES, AND WATER CONSERVATION TO REDUCE OUR IMPACT WHEREVER POSSIBLE.

OUR IMPACT

WHETHER IT IS ENHANCING OUR TRANSPORTATION SYSTEMS, REDUCING OUR WATER CONSUMPTION, OR DECREASING THE AMOUNT OF ENERGY WE USE AT OUR SUPPORT CENTERS AND IN OUR STORES, THERE ARE MANY WAYS THAT WE PROACTIVELY CONSERVE NATURAL RESOURCES.



ENERGY

24% DECREASE

OVER THE LAST 4 YEARS WE ACHIEVED A 24% DECREASE IN ELECTRICITY INTENSITY(KWH PER SQ.FT.) IN OUR OFFICES AND RETAIL SPACE.



WATER

2 MILLION GALLONS SAVED

EFFICIENCY MEASURES IMPLEMENTED OVER THE LAST 4 YEARS ENABLED SIGNET TO SAVE NEARLY 2 MILLION GALLONS OF WATER IN FY2016.



WASTE & RECYCLING

94% OF WASTE RECYCLED

IN OUR UK OPERATIONS TOTAL WASTE GENERATED DROPPED BY 20% BETWEEN FY2015 AND FY2016 AND 94% OF ALL WASTE GENERATED WAS RECYCLED.



TRANSPORTATION AND BUSINESS TRAVEL

EMISSIONS DECREASED 18%

OUR PER EMPLOYEE BUSINESS TRAVEL EMISSIONS DECREASED BY 18% BETWEEN FY2015 AND FY2016 BY INCREASED USE OF VIDEO-CONFERENCING.

ENERGY

Optimizing our practices by reducing energy use in our stores and in our Support Centers (SSCs), helps conserve natural resources and reduces energy costs. The majority of our energy use is for lighting and climate control in our properties. Over the past five years, Signet has worked to continually improve the energy efficiency of our offices and retail spaces. From 2014 to 2016, Signet saw a decrease in energy intensity by 24% (kWh per sq. ft.). This means that we are using significantly less electricity in our stores and offices, which is good for the environment and our business. We have made a number of major improvements to our facilities across the Company. For example, at our Akron Support Center, we have made many heating, ventilation and air conditioning efficiency upgrades and have received “Energy Star” certification from the Environmental Protection Agency.

As part of our continuous improvement efforts, we are currently undertaking a Company-

wide retrofit of our lighting systems and converting to LED lighting. This change will also dramatically improve the efficiency of our heating and air conditioning systems, while reducing energy costs and lamp replacement charges. It will also provide our customers and Team Members a more consistent and aesthetically pleasing light color and brightness.

Our focus on effectiveness and efficiency also applies to the decisions we make about the products and services we purchase. We lease over 300 vehicles. To ensure our fleet is as efficient as possible we make certain that we research the fuel efficiency of vehicles in the marketplace. We also work cooperatively with our transportation teams to optimize the amount of jewelry the fleet transports in each shipment.

And our efficiency efforts are working. From 2015 to 2016, Signet’s electricity use in its UK and US operations has increased only 17% despite a 51% increase in total store

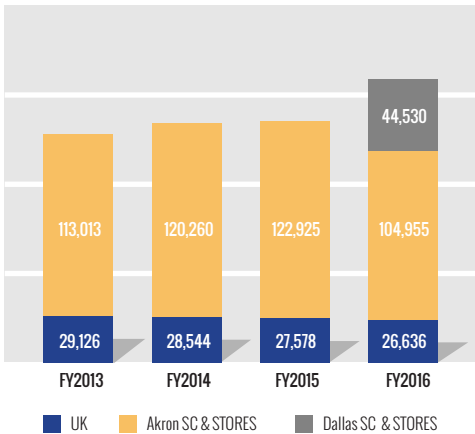


surface area with the acquisition of Zales stores and the Dallas SC.

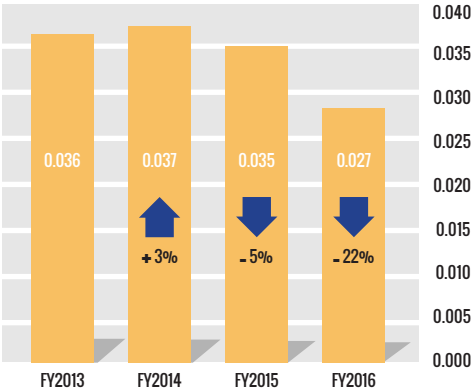
We also seek to become increasingly efficient in our transportation. While some business travel is unavoidable, we feature videoconference facilities in all of our corporate offices and encourage their use to reduce our environmental footprint and improve our Team Members’ work-life balance. As a result, despite an increase in total travel due to the growth of the Company, on a per-employee basis, the environmental impact of our business travel decreased by 18% between 2015 and 2016.

GLOBAL ENERGY EFFICIENCY

ABSOLUTE GROUP ELECTRICITY CONSUMPTION IN MWH



GROUP ELECTRICITY INTENSITY IN KWH/SQFT



Although total electricity consumption has increased due to growth of the Company and acquisition of Zales, Signet has a significant decrease in electricity intensity per square foot totaling 24% over the previous four years.

WALT DISNEY WORLD® RESORT “ENVIRO” FOOTPRINT

GREEN CONFERENCING DOING THE RIGHT THING

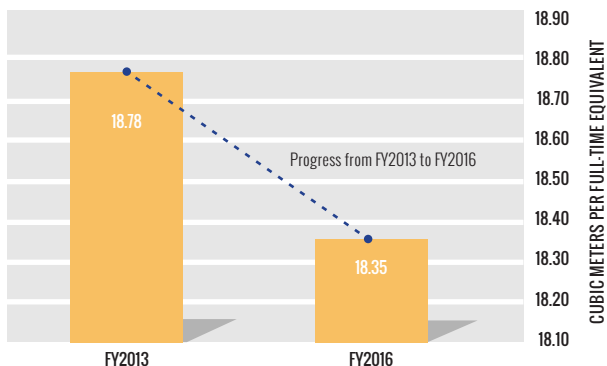
For our 2016 Managers' Leadership Conference in Florida we made every effort to ensure that the amount of water, energy and food consumed was only what we needed and that as much waste as possible was recycled. For the first time, all of our nearly 3,700 North American managers met in one place at Disney's Coronado Springs Resort. Our “Enviro” Footprint:

- Using Disney's Magical Express® Rides instead of taxis for the event reduced Green House Gas emissions by 40,919 lbs - the equivalent of taking 508 semi-trucks off the road.
- Recycling bins throughout the convention center collected over 1,385 lbs of cardboard, 17,000 plastic bottles and 19,000 aluminum cans.
- Energy and water efficiency technologies: programmed lighting, energy start appliances, low flow showers and water closets.

**CHOOSING A GREEN
EVENT REDUCED
GREENHOUSE GAS
EMISSIONS BY
40,919 LBS - THE
EQUIVALENT OF TAKING
508 SEMI-TRUCKS OFF
THE ROAD.**

WATER

GROUP* WATER INTENSITY PER FTE



Although water use can vary significantly from year to year due to weather conditions, Signet's water efficiency efforts -- including low-flush toilets and automatic faucets -- helped save nearly 2 million gallons of water in FY2016.

Between FY2013 and FY2016, we reduced the water used per full-time equivalent by 2.3 percent. This means that, although we had more Team Members, each Team Member used less water.

*Due to data availability, this does not include Dallas SC or Stores

WASTE AND RECYCLING

At Signet, we recognize that waste is uneconomical. As a result, we strive to reduce waste wherever possible. When this is not possible, we aim to keep waste out of landfills via recycling. Signet has implemented

numerous programs to this end. These include providing Team Members in the Field and in our SCs with recycling bins, the Vision 2020 Going Paperless Committee (see story on next page) as well as

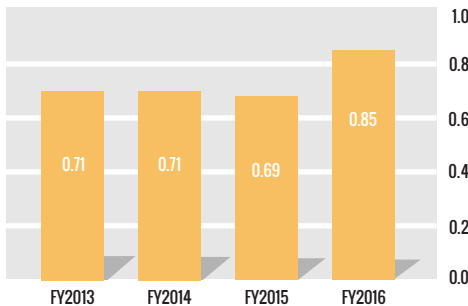
most recently ensuring that the bags our customers receive with their purchases are recyclable.

Our recycling efforts have achieved consistent success over the last several years. For instance, in the UK in FY2016 compared to FY2015, we

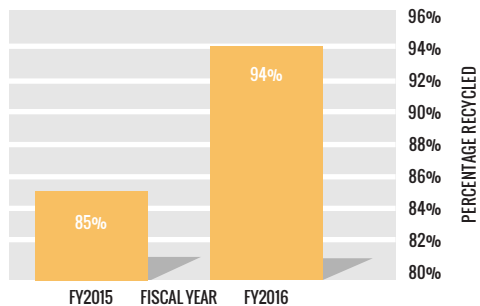
reduced our total waste by 20% and increased our recycling rate to 94% of all of our waste – an improvement of 9%. In our Akron Support Center

buildings our efforts have enabled us to increase our recycling rate by nearly 20% over the last four years.

RECYCLING AT THE AKRON STORE SERVICE CENTER BUILDINGS* POUNDS RECYCLED PER SQUARE FOOT



UK TOTAL % OF WASTE RECYCLED



*Normalized to exclude buildings that were not active for a full year. Does not include Signet document warehouse which recycled 100% of nearly 400,000 lbs in FY2016

GOING PAPERLESS



Signet's Field Operations Support Team and Operations Administration function have been working together with the Team Members in our stores to develop initiatives to reduce waste, generate efficiencies and enhance our customers' experiences.

To this end, we created the Vision 2020 Going Paperless Committee. This cross-functional team focuses on our Company's digital ecosystem by creating documents electronically and reducing the amount of paper-based documents that are sent from the Support Center to the Field. Below is a list of accomplishments from the Vision 2020 Going Paperless Committee:

- **Incentive Statements:** Previously this 100-page report required 300 cases of paper to distribute each month. Converting it to an online electronic version has led to annual savings of over \$215,000.

- **Celebrate Signet:** Signet's internal newsletter is now available in an online version to each Team Member. This has saved more than 225 trees per edition and more than \$33,000 a year.
- **Regional Newsletters:** Each Store and Design & Service Center (D&SC) receives a monthly newsletter from their Vice President of Regional Operations or Senior Director listing performance and accomplishments. Similar to Celebrate Signet, we moved to electronic-only versions leading to savings exceeding 215,000 sheets of paper/year and \$64,000.
- **eReceipts:** At the end of 2016, a number of our Akron-based stores

began offering customers the option of receiving an eReceipt instead of a paper receipt. This new paperless option is aimed at increasing customer satisfaction, and reducing unneeded paper use. Initial adoption rates have been as high as 15% indicating significant potential savings as the program is expanded.

- **Visual Guidelines:** Initially piloted with our stores supported out of the Dallas SC, the Guidelines, which had previously been printed and sent to each store, were posted online in October 2016. The annual savings are estimated at nearly \$100,000. The savings will increase when Akron-SC supported stores also join in 2017.

RECYCLABLE MERCHANDISE BAGS

Another example of our diligence with regard to the products and supplies we purchase directly involves and impacts our stores and customer experience. During the 2016 holiday season, we rolled out to Kay and Jared, 100% recyclable paper shopping bags that are also made with 40% post-consumer waste. We were able to have a

positive impact on our customer presentation and the environment. The option for our customers to recycle these merchandise bags has the potential to divert hundreds of thousands of pounds of waste from landfills. And, even if they are not recycled by the customer, they are 100% biodegradable!

PEOPLE

RESPONSIBLE SOURCING

ENVIRONMENTAL STEWARDSHIP

CHARITABLE GIVING

OUR CHARITABLE GIVING PILLAR

KAY
RESEARCH &
CARE CENTER

WE ARE
HERE FOR YOU



Main lobby entrance of St. Jude Children's Research Hospital renovated in March 2017 to honor the new Kay Research and Care Center.

OUR CHARITABLE GIVING COMMITMENT

Charitable Giving has long been a central tenet of who we are at Signet. As a Company, we strongly believe it is essential to contribute to the communities in which we work and live. From our national partnerships with St. Jude Children's Research Hospital® in the US, CLIC Sargent in the UK, and SickKids Foundation in Canada, to our local contributions to Akron Children's Hospital and the American Cancer Society in Akron and The Family Place

and Susan G. Komen® in Dallas, giving is a cornerstone of Signet's identity and one that makes us very proud. Our efforts are strongly supported by our Team Members and customers who play a critical role in our charitable endeavors. Collectively, in 2016 we raised approximately \$10 million through our signature giving programs including Team Member and customer contributions, as well as corporate donations.



"GIVING BACK TO THE COMMUNITY IS VERY IMPORTANT TO US. IT'S ONE OF THE MANY WAYS THAT SIGNET CHAMPIONS CSR."

LYNN DENNISON
CHIEF LEGAL, RISK & CORPORATE AFFAIRS OFFICER,
CORPORATE GIVING COMMITTEE PRESIDENT

COLLECTIVELY, IN 2016 WE RAISED \$10 MILLION THROUGH OUR SIGNATURE GIVING PROGRAMS.

THE CORPORATE GIVING COMMITTEE OFFICERS

At Signet, our focus is about more than just giving; it's about contributing to organizations that are truly making a difference in the communities where we live and work.

Vice President	Treasurer	Secretary	Employee Engagement
			
David Bouffard Signet Vice President Corporate Affairs	Denise Shaffer Signet Vice President Treasurer	Laurel Krueger Signet Senior Vice President, Legal, Ethics & Compliance	Jody Wolf Signet Vice President Business Support Services

SIGNATURE GIVING PROGRAMS

While we recognize that there are many worthwhile organizations nationally, regionally and locally, we believe that it is most valuable to develop longstanding relationships with select organizations that we as a Company – from the corporate level to Team Members and customers – feel strongly about. Specifically, we aim to support local organizations that focus on the health, safety and well-being of underserved women and children. To maximize our ability to help these organizations and charities, all charitable contributions are guided by our Charitable Giving Donations Policy and approved by the Charitable Giving Committee.

Team Members are tremendously generous with their support – with both monetary contributions and gifts of their time and leadership. They understand that our Core Value of “we get what we give” has its emphasis on giving.

SIGNET BOARD OF DIRECTORS CSR COMMITTEE

CORPORATE GIVING OVERSIGHT COMMITTEE

Chair of Corporate Giving Oversight Committee: CEO

Corporate Giving Oversight Committee Board of Directors: Chief Strategic Council

Corporate Giving Committee Officers
President, Vice President, Treasurer, Secretary, Employee Engagement

Corporate Giving Committee Members
Human Resources, Finance, Public Relations

NATIONAL PARTNERSHIPS

ST JUDE CHILDREN'S RESEARCH HOSPITAL / UNITED STATES

Signet has a long-standing tradition of supporting the lifesaving mission of St. Jude Children's Research Hospital® (St. Jude). It is a partnership that has been in existence and thriving since 1999. Located in Memphis, Tennessee, St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate in the US from 20 percent when the hospital opened in 1962 to more than 80 percent today. Today, approximately 7,800 patients actively receive treatment from St. Jude each year.

Our collaboration, "Partnership in Caring," has grown dramatically thanks to our Team Members' and customers' enthusiasm and support. We are honored to champion the lifesaving work done at the hospital and to support the groundbreaking research and exceptional patient care that are the hallmarks of St. Jude.

"Partnership in Caring" never stops - it continues year-round. Through the sale of collectible plush animals, St. Jude Charmed Memories and Mother's Day Cards and payroll deductions, as well as Team Member, corporate and point-of-sale customer donations, we are able to make the world shine brighter for children and families in need. We have raised nearly \$60 million since the start of our partnership in 1999 and have committed to raising more than \$90 million for the kids of St. Jude. These funds have aided many programs at St. Jude including:

- The expansion and remodel of the St. Jude cafeteria, now known as the Kay® Kafe;
- Renovations to the second floor in-patient care center, patient registration area and Solid Tumor Clinic;
- The St. Jude Children's Research Hospital-Washington University Pediatric Cancer Genome Project, which resulted in the largest-ever release of comprehensive



human cancer genome data for free access by the global scientific community.

We are particularly enthusiastic about our latest commitment – the Kay Research & Care Center. This facility is a six-story tower in the heart of the St. Jude campus. Future fundraising will usher in a new era of research, education, collaboration, care and treatment within this state-of-the-art complex.

We are also very pleased to report that we expanded our long-term commitment to St. Jude in the Fall of 2016 by launching our Give-at-the-Register program at all Zales, Gordon's and Piercing Pagoda locations.

ST. JUDE HAS DEVELOPED PROTOCOLS THAT HAVE HELPED PUSH OVERALL CHILDHOOD CANCER SURVIVAL RATES IN THE US FROM LESS THAN 20 PERCENT WHEN THE HOSPITAL OPENED IN 1962 TO OVER 80 PERCENT TODAY.



The six-story Kay Research & Care Center sits at the heart of the St. Jude Campus

CLIC SARGENT / UNITED KINGDOM



In the UK we have partnered with CLIC Sargent since 2014, supporting children and young people with cancer and their families. To support the campaign Jasper the CLIC Sargent bear was sold in all H. Samuel, Ernest Jones and Leslie Davis stores. Jasper the Bear is used by CLIC Sargent Play Specialists to help children understand the treatment they need to have and to help reduce any worries or fears.



The sale of five Bears pays for one hour of a CLIC Sargent Play Specialist's time to help children prepare for and cope with treatment. Our support helps provide vital clinical, practical and emotional support for children and young people with cancer and their families.

Since 2015, our customers have purchased over 49,000 Bears, raising nearly £400,000 for this cause.

BARRETSTOWN / IRELAND



Barretstown is Signet's charity partner in Ireland. Barretstown is recognized as a center of excellence in childhood cancer care and other serious illnesses. It provides free, medically endorsed camps and programs for children and families living with a serious illness. Barretstown provides seamless continuity of care by offering 24-hour on-site medical and nursing attention - but in a different, more relaxed and more positive environment where children can enjoy a break from hospitals - but not a break from treatment.

In 2016 Signet donated €17,540 to Barretstown. Fundraising from Team Member charity days and challenges and sales of our plush toy, Rufus, all contributed towards helping Barretstown improve the lives of children and their families living with a serious illness.

**TO DATE, OUR CUSTOMERS
HAVE PURCHASED OVER
49,000 BEARS RAISING
NEARLY £400,000 FOR THIS
AMAZING CAUSE.**

THE HOSPITAL FOR SICK CHILDREN / CANADA



In 2016, we launched a new partnership with an exceptional organization in Canada, the SickKids Foundation a network of Canadian hospitals. SickKids works collaboratively with the 13 children's hospitals across Canada, who together care for more than 2.3 million patients each year. Through investments in critical research, innovative education and exceptional clinical care, these children's hospitals are building a better future by helping children reach their fullest potential.

Together our Canadian stores raised nearly C\$200,000 in our first year.

We are very excited to offer our customers the opportunity to further support this life-changing work through The Give-at-the-Register campaigns in our Signet-branded Stores in Canada. We will also be evaluating options for dedicated and distinct campaigns with our newest partner, which resonates with our customers and Team Members.

WE ARE HONORED TO CHAMPION THE LIFESAVING WORK DONE AT ST. JUDE AND HELP DEVELOP IMPORTANT RESOURCES AND CRITICAL RESEARCH THAT IS EMPOWERING THE HOSPITAL TO CHANGE THE WAY THE WORLD UNDERSTANDS, TREATS AND DEFEATS CHILDHOOD CANCER AND OTHER CATASTROPHIC DISEASES.

REGIONAL PARTNERSHIPS



AKRON CHILDREN'S HOSPITAL

Signet has supported the tremendous and dedicated work of the Akron Children's Hospital since 1988. Our Team Members have sponsored numerous fundraising events and supported patients' families during the holiday season by filling "gift wish lists" and donating handmade blankets, caps and booties. Since 2014, Team Members from our Support Centers and members of the Signet Diversity Leadership Team have hosted a themed carnival for patients and their families at the Emily Cooper Welty Expressive Therapy Center, bringing joy to both Team Members and to patients.

Past themes have included "Knights and Princesses," "Underwater Adventure" and "Camp Akron Children's Hospital." Team Members host games and pass out prizes to each of the children.

In 2014, Signet announced a \$10 million philanthropic gift to the Akron Children's Hospital's "Building on the Promise" capital campaign. The gift funded the building of a 3,000 square foot cafeteria in the Kay Jewelers Pavilion called the Kay Kafé and establishing an Office of Corporate Alliances in the hospital's Foundation Department.

The opening of the Kay Jewelers Pavilion is a reflection of our continued support for this remarkable organization with such a vested interest in the health and well-being of our community.

IN 2014, SIGNET ANNOUNCED A \$10 MILLION PHILANTHROPIC GIFT TO THE AKRON CHILDREN'S HOSPITAL'S "BUILDING ON THE PROMISE" CAPITAL CAMPAIGN.



AMERICAN CANCER SOCIETY



Signet has supported the American Cancer Society's "Relay For Life" since 1999. Over the last 18 years, our Akron Support Center Team has raised well over \$1.6 million for the American Cancer Society. In 2014, Signet partnered with the American Cancer Society to create a Signet Research Fund in order to designate our fundraising dollars to some of the most promising research grants. Over the last three years, we have been able to fund researchers at St. Jude Children's Research Hospital including Dr. JT Opferman and Dr. Leta Nutt. The six-month fundraising campaign for Relay For Life includes Team Member engagement challenges, a golf outing, raffles, denim weeks and other fun and inspiring events to support this worthy cause.

SUSAN G. KOMEN



In the Dallas area Signet supports Susan G. Komen, the world's largest non-profit source of funding for the fight against breast cancer. Over the last seven years, "Signet's Gems for the Cure" Team Members have raised nearly \$160,000 for Komen.

Our Dallas Support Center Team Members participate in the annual "Race for a Cure" in Dallas County, the world's largest breast cancer education and fundraising event.

Over 100 Team Members registered for the 2016 race. In addition to raising significant funds for this essential cause, the event celebrates survivorship and honors those who have lost their battle with the disease. In 2016, the team raised over \$70,000 – a record-setting donation amount that exceeded our target and made Signet the second-largest fundraiser in Dallas County for Susan G. Komen.

IN 2016, THE TEAM RAISED OVER \$70,000 - A RECORD SETTING DONATION AMOUNT THAT EXCEEDED OUR TARGET AND MADE SIGNET THE SECOND LARGEST FUNDRAISER IN DALLAS COUNTY FOR SUSAN G. KOMEN®.

OTHER REGIONAL PARTNERS



The United Way advances education, income and health in our community by mobilizing community members to give, advocate and volunteer. Signet has supported the efforts of the United Way of Summit County for decades through an annual internal giving campaign. Since 1994, the combined Signet Team Member and corporate contribution exceeded \$3.2 million.



The Family Place is a Dallas-based charity that empowers victims of family violence by providing safe housing, counseling and skills that create independence while building community engagement and advocating for social change to stop family violence. In 2016, our Dallas Team Members hosted The Family Place luncheon in April, sponsored the Trainblazer luncheon in October and purchased holiday gifts for 43 families in December.



For nearly 90 years, the Linz Award has been the Dallas area's highest form of recognition of individuals whose civic or humanitarian efforts over the last decade or more have bestowed the greatest benefit to the city. The award is presented annually at the Linz Award Luncheon, and benefits the Junior League of Dallas Community Service Fund. Zales is a long-time co-sponsor of the award, and following its acquisition, Signet Jewelers continues this tradition today.

DENIM WEEKS: GIVING MORE, COMFORTABLY

Our Denim Weeks give Team Members in our Support Center in Akron the opportunity to make a charitable contribution via a payroll deduction. The minimum donation is \$2.00 per week, and in exchange for making a donation, Team Members may wear denim for the weeks they donate. Donations go to different charities during different times of year:

- January – June Denim Weeks support the American Cancer Society – Relay For Life
- July Denim Weeks support United Way
- August – December Denim Weeks support Akron Children's Hospital

\$147K

IN 2016, OUR DENIM WEEKS
GENERATED OVER \$147,000
FOR CHARITY.



CUSTOMER GIVING

Celebrating life and expressing love are not just a part of Signet's mission, but are important values to our customers as well. Our customers are also looking for ways to give back. At Signet, we know we can have an even greater impact by providing our customers with charitable giving opportunities. And, we understand that our customers want to support causes they feel strongly about. In 2016, our customers contributed approximately \$7.4 million to charities and non-profit organizations. We are extremely grateful for their support.

HIGHLIGHTS FROM 2016 INCLUDE:

ST. JUDE THANKS AND GIVING® CAMPAIGN: THIS PAST HOLIDAY SEASON 625,000 HUGGABLE “KIT” AND “KOBIE” PUPPIES AND BEARS WERE PURCHASED. CUSTOMERS ALSO BOUGHT HUNDREDS OF ST. JUDE CHARMED MEMORIES. EACH PURCHASE GENERATED AWARENESS AND HELPED RAISE APPROXIMATELY \$5 MILLION FOR ST. JUDE CHILDREN'S RESEARCH HOSPITAL.

THROUGH OUR GIVE-AT-THE-REGISTER CAMPAIGN WE RAISED NEARLY \$2 MILLION BY OFFERING CUSTOMERS THE OPPORTUNITY TO DONATE IN OUR STORES.

TEAM MEMBER GIVING

AKRON CHILDREN'S HOSPITAL MOSAIC

Over 800 individual pieces of artwork were created by Signet Team Members and included in the mosaic wall that was unveiled in

October 2015. The wall is located on the bridge of the new Kay Jewelers Pavilion which connects to the main lobby of Akron Children's Hospital.

Additionally, Team Members donated nearly \$1,000 online and a corporate donation of \$10,000 was given towards the project.



WALK A MILE EVENT - SUSAN G. KOMEN - DALLAS, TEXAS

As part of the 2016 Susan G. Komen fundraising in the Dallas Support Center, a new event was unveiled that drew a crowd of nearly 200 Team Members. It was the Walk a Mile in Her Shoes event in which 30 men from various departments throughout the Company donned high heels and competed in a fun obstacle course. The obstacles

included filling a purse, riding a tricycle, hopping on a yoga ball and dribbling a soccer ball around cones. The 2016 Walk a Mile Champion was Steve Griffith from the Signet Operations Team. The event raised just over \$3,000. This was a fun and engaging way to raise awareness of Susan G. Komen and raise money for a great cause.

\$3K

WALK A MILE EVENT RAISED
JUST OVER \$3,000.

ADOPT A FAMILY

Signet believes that the holiday season is an especially important time of year to celebrate life and express love. Unfortunately, some families struggle to afford some of the extras to make this possible. Signet Team Members in Akron and Dallas do their best to change that by adopting families and donating items they specifically want and need.

IN AKRON we adopted 199 patients at Akron Children's Hospital and their family members.

- A total of \$10,000 was given to our department teams to use towards the purchase of gifts (this money was raised via denim days donations).

- Departments held internal fundraisers and collected cash donations to purchase additional gifts.
- Team Members purchased gifts on the patient wish lists.
- We filled an entire truck with gifts, including 10 bicycles.
- On average, 5 gifts were purchased per person for a total of nearly 1,000 gifts.
- On average, \$75-\$100 was spent per person for a total of approximately \$19,000 in cash and in-kind.

IN DALLAS the team adopted 43 families totaling 129 individuals in conjunction with The Family Place Adopt-A-Family initiative.

- Department Coordinators were designated in each department to raise awareness and encourage participation.
- Departments held internal fundraisers and collected cash donations to purchase gifts.
- Team Members purchased gifts on the client wish lists including a bike, clothing items, toys and games.



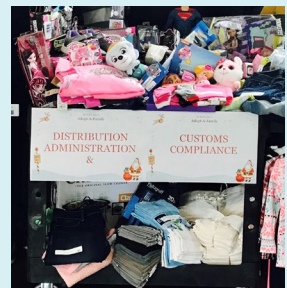
Melanie Pesich (left) and Lori Brugnano help deliver gifts



Gifts from Signet Team Members for Local Families

GOING A STEP FURTHER

In December, 14 members of the Dallas HR team took the Dallas Support Center's Family Place Adopt-A-Family program a step further by volunteering at The Family Place Donation Center. These Team Members carefully compared donations from other organizations and the Dallas community for a number of families to their requested wants and needs to ensure all family members were adequately supported. As necessary, other donations were added before each family's donations were packaged with wrapping paper and supplies ahead of final distribution. Additionally, three HR members planned to shop for additional items using over \$400 in cash donations raised by the Teams. But upon arriving at The Family Place Donation Center, the HR volunteers used the money to purchase items for an additional family who still needed to be adopted. In all, the team provided a Holiday for two additional deserving families, which included two mothers and six children.



Holiday gifts from Signet to Family Place families

CLIC SARGENT UK FUNDRAISING ACTIVITIES

Signet UK Team Members raised an incredible £203,200 by participating in some fantastic team and individual challenges. The money will be well-used by our official children and young people's charities, CLIC Sargent in the UK and Barretstown in Ireland. Fundraising activities included daring deeds (abseils, zip wires and skydives), sporting efforts (cycles, runs and walks), bake sales, raffles, quiz nights, superhero days, beard shaves and coloring competitions. And, of course, the sale of our adorable, cuddly Rufus plush toy. It was a true team performance from everyone in our Stores as well as our Support Centers.



From top left clockwise (bottom person) H. Samuels Team Members: Ciara Murphy, Debbie Thornbury, Sandra Jurica and Tara Hall.

SIGNET'S DISASTER RELIEF FUND

It goes without saying that we care deeply about the safety and well-being of our Team Members. In 2016, natural disasters in Louisiana, Fort McMurray, Canada and numerous regions impacted by Hurricane Matthew sadly affected many local Team Members. Our deepest sympathy goes out to them, their families and neighbors. Through Signet's Disaster Relief Fund, Inc., which has been funded by Team Member donations, Signet Team Members themselves provide monetary assistance for other Team Members during times of personal need or crisis, to help those affected

rebuild their lives and begin their road to recovery.

We also feel it is important to show our Company's support for all victims following a natural disaster. Signet supports the American Red Cross whose teams are on the ground providing help to those affected, including shelter, food, water and other basic necessities.

We are inspired by our Team Members and our customers' compassion for those in need and their enthusiasm for raising money to build a hopeful future.

WE SUPPORT THE AMERICAN RED CROSS, WHOSE TEAMS ARE ON THE GROUND PROVIDING HELP TO THOSE AFFECTED.

OUR PARTNERS AND FRIENDS



OUR PARTNERS AND FRIENDS

AS PART OF OUR CORPORATE SOCIAL RESPONSIBILITY COMMITMENT, SIGNET ENGAGES WITH A VARIETY OF ORGANIZATIONS AND CHARITABLE PARTNERS AROUND THE WORLD. THIS INCLUDES SIGNET EXECUTIVES SERVING AS BOARD MEMBERS ON A NUMBER OF WORTHY CHARITABLE ORGANIZATIONS. THE FOLLOWING IS AN ALPHABETICAL LIST OF SOME OF THE MANY ORGANIZATIONS WITH WHOM WE WORK AS WELL AS COLLABORATE AND PROVIDE SUPPORT.

<u>ACCESS, Inc.</u>	<u>Boys and Girls Club of the Western Reserve</u>	<u>Responsible Artisanal Gold Solutions Forum</u>
<u>Akron Children's Hospital</u>	<u>BVU: The Center for Nonprofit Excellence</u>	<u>SickKids Hospital</u>
<u>Akron Public Schools - Project RISE</u>	<u>City of Akron Lock 3 Winterfest</u>	<u>St. Jude Children's Research Hospital</u>
<u>Akron Summit Convention and Visitors Bureau</u>	<u>CLIC Sargent</u>	<u>Summit County Court Appointed Special Advocates for Children/ Guardian Ad Litem (CASA/GAL)</u>
<u>Akron Zoo</u>	<u>Diamond Development Initiative</u>	<u>Susan G. Komen Dallas Chapter</u>
<u>American Cancer Society</u>	<u>Diamond Empowerment Fund</u>	<u>The Family Place</u>
<u>American Diabetes Association</u>	<u>Jewelers For Children</u>	<u>The Linz Award</u>
<u>American Heart Association</u>	<u>Leadership Akron</u>	<u>United Way</u>
<u>American Red Cross of Summit, Portage and Medina Counties</u>	<u>LeBron James Family Foundation</u>	<u>Women in Need New York City (WIN)</u>
<u>Barretstown</u>	<u>Open Hearts Foundation</u>	<u>Women's Jewelry Association</u>
<u>Big Brothers Big Sisters of Stark, Summit and Medina Counties</u>	<u>Resolve</u>	



LOOKING FORWARD



AT SIGNET WE RECOGNIZE THAT WE HAVE A UNIQUE RESPONSIBILITY. WHETHER THE FOCUS IS ON OUR CUSTOMERS, OUR PEOPLE, OUR SUPPLY CHAIN, THE ENVIRONMENT OR OUR COMMUNITIES VIA CHARITABLE GIVING, OUR CORE VALUES ARE EMBODIED IN OUR CORPORATE SOCIAL RESPONSIBILITY COMMITMENT AND IN HOW WE DO BUSINESS EVERY DAY.

We are very proud to share our first Corporate Responsibility Report, but recognize it is only a first step. As Signet strives to be an ever better corporate citizen, we plan to continue consistent reporting, while concurrently refining our metrics as well as setting ambitious but achievable goals. We look forward to ongoing dialogue with our stakeholders as we maintain our process of continuous improvement.

We welcome your feedback about our corporate social responsibility reporting, programs, challenges, scope and priorities for the future. Please contact us with your perspectives and suggestions at csr@signetjewelers.com.

For more CSR information please visit our website <http://www.signetjewelers.com/corporate-responsibility>, where you will find our full policies and further details of our local, national and global partnerships.

CONTACT US

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This Report may contain statements that are forward-looking and aspirational in nature, and also include statements consistent with our standards and goals regarding corporate social responsibility. These statements are not guarantees of future performance or outcomes, and are subject to a number of risks and uncertainties. For a discussion of risks and uncertainties our company faces, see the "Risk Factors" section of Signet's Fiscal 2017 Annual Report on Form 10-K filed with the SEC on March 16, 2017, and subsequent reports filed with the SEC. We undertake no obligation to update or revise any statements in this Report to reflect subsequent events or circumstances, except as required by law.