



To: Signet Field Team Members
From: Bill Luth, EVP Global Store Operations
Date: March 16, 2020
Subject: COVID-19 Update

Hi, Signet team,

As I wrote to you on Friday, we're learning more and more about the Coronavirus (COVID-19) each hour of each day, and as such, I wanted to personally reach out to you to share with you how our company is monitoring and responding. Again, in times like this, we want to make sure you understand how much we appreciate you, your teams and your leadership. Please see some important updates below, and you can count on more, as we have a number of teams working hard to move with agility and speed to ensure plans are in place to deal with the changing landscape.

Your Updates

- Effective Tuesday, March 17, and until further notice, store hours of operation are **11 a.m. to 7 p.m., Monday through Saturday, and noon to 6 p.m. on Sunday.**
 - If your store is already operating under more restrictive hours, follow those hours as applicable.
 - We are being agile and taking a hyper-local approach, so we could move to shorter hours in more stores more quickly. Your District Manager will let you know on a store by store basis if there are additional changes.
 - Store signage: Attached to this project are printable signs to use in displaying these revised hours to customers. Also included are signs detailing the steps we've taken to keep our team members and customers safe and healthy. These signs should be displayed in a sign holder on your lease line. We've also included a sign in the event your store should need to close. These signs will also be available on the Signet Information Portal.
- Effective today, we are **suspending** lease line jewelry cleaning and inspection services; please **remove** your ring cleaning station from the lease line (mall and outlet stores) or cover the ring cleaning unit (Jared stores).
- Effective today, we are **extending** a 60-day grace period for all diamond warranties; you can assure your customers who may ask about this.
- If your store is out of cleaning supplies and unable to purchase or locate them locally, immediately close your store until you are able to obtain cleaning supplies. Please partner with your district manager for specific details, and on steps to re-open your store as soon as possible.
- To make sure we are sharing a consistent message with customers, approved responses to Customer Care and Social Media questions are attached to this project. They are also available by visiting www.signetjewelers.com.

Your Safety

As we continue our daily monitoring and assessment of the COVID-19 impact, we are adjusting our policies and procedures to ensure your health and safety. Because the situation is evolving quickly, our best advice is to stay in contact with your district manager. **Beginning today, March 16**, please check MyWork, Workplace, and www.signetjewelers.com (the Team Member Resources tab) for the most current information and executive messages.



Additionally, we have established a dedicated hotline for questions related to our approach regarding COVID-19. The number is 1-800-527-8014. If you have any questions, please visit the Signet Team Member Resources page at <https://www.signetjewelers.com/TeamMemberResources/default.aspx>, or contact the ERSC hotline at 1-800-527-8014.

As a People First company, the health and safety of all of you, your families, and our customers is our main priority. Teamwork, collaboration, and resilience are hallmarks of our Signet team. Please know that myself, your Divisional Vice Presidents, and Vice Presidents of Regional Operations remain in close contact and are keeping your needs top of mind. We know that we can count on you to use sound judgment and empathy as we navigate the impact of the coronavirus (COVID-19) together.