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March 19, 2020

Hi Signet Team,

As we all navigate through the COVID-19 situation, I wanted to reach out personally and share my thoughts with you. I'm enclosing [a video for you here](#).

And, if you'd like a transcript of this video, please see below.

Hi Signet Team,

I want to share with you my perspective on the Coronavirus pandemic, Signet's responses already, and our principles for managing this crisis going forward.

There are two important things I'd like you to take away:

- 1) *Every action we are taking is guided by our **People First Core value**.*
 - a. *Unequivocally, NO EXCEPTIONS, that means keeping employees **safe**. This is a bright line.*
 - b. *I am also very aware that 30,000 team members and your families count on Signet for your **livelihood**.*
 - c. *Every action we are taking is **intentional, timely, and well thought through**. These are dynamic times, and we are being agile in evaluating data in real-time and making thoughtful and deliberate decisions.*

*Our principle has been to employ a **hyper-local** strategy given that all regions and circumstances are not the same. So, let me explain what steps we've taken:*

- *Support center team members are **working from home** and collaborating virtually.*
- *We've **closed 700 of our nearly 3,000** locations. These decisions are guided by data from local governments, tracking of CDC hot spots, store manager and team member input, and whether or not we have sufficient cleaning materials to execute our new*



protocols. We simply **do not and will not open a store** where we believe it is not safe for our employees.

- We've **empowered all employees** to make their own decisions about whether they feel safe to come to work or need to stay home, and this relaxed attendance schedule is being supported at all levels of leadership.
- We have activated our **Global Incident Response Team** to continually evaluate new information in real-time.
- And we are communicating through new channels like our WorkPlace group and Signet website to keep everyone **closely connected** during this uncertain time.

What I hope is clear is that we are keeping locations open where we believe employees can work safely, and **empowering employees to do what's best for them**. Giving our people the opportunity to work **is People First** given the likely longevity of this crisis.

In closing, Signet team, please take good care of yourself, your family and your Signet family. That means following all the **advice of health officials** which we have been broadly sharing with you and doing **what you believe is best** for you and your family.

I've been hearing from many of you directly. Keep the **two-way communication** coming. I'm inspired by the stories you are sharing and always open to your feedback.

While the Coronavirus is unlike anything we've ever seen, I have the confidence we have the right people, strategies, and capabilities in place to effectively manage through it.

Thank you, Signet team. **I am so proud of you**. And I know that working together, adhering to our values, and supporting each other, we have the **resiliency to emerge even stronger**.