



**To:** All Signet Field Team Members  
**From:** Bill Luth, EVP Global Store Operations  
**Date:** May 29, 2020  
**Subject:** Reopening our stores, safely and differently

Team, I hope that this finds you and your families safe, healthy and happy. I recognize that adapting to this pandemic – and new way of living – isn't easy for anyone.

Today, I'm writing to give you an update on where we stand since the temporary closure of our North American stores on March 23. Many of you have been on furlough or working from home since then, and understandably, you have questions.

As you know, our priorities are your health and safety and the sustainability of our company. It's why we took a People First approach to our response to COVID-19. After temporarily closing our stores, we had a majority of our managers continue to work by leveraging new innovative capabilities both for our managers and customers. And you've been nothing short of heroic in your efforts to adapt and pivot.

You've connected with more than 20 million customers and have completed more than 100,000 virtual customer consultations – an experience that didn't exist just a few short weeks ago. This underscores how vitally important and trusted you are to our customers, as they continue to reach out to us safely to Celebrate Life and Express Love.

In the last six or so weeks, we've been applying that same philosophy to safely reopening some stores, in states where permitted. As of today, we've reopened more than 800 stores in North America; all of them follow our new health and safety procedures (including required masks) and cleaning protocols. We continue to listen to the advice of state officials and health experts and reopening with a hyper-local strategy that is agile and most importantly, puts safety first. As we continue to reopen additional stores, we plan to continue reimagining them for today's environment – in which customers may have apprehension about entering. That's why most of our reopened stores offer customers a new, safer, pickup option called Curbside Concierge and operate on a reduced schedule.

Given these changes, we're matching our labor coverage to current demand and schedules – and in some cases we're bringing back store managers and Team Members to different-but-nearby locations. These adjustments have limited the number of people recalled to date but provide the best measurement of consumer demand and their current needs. As such and working closely with our District Managers, our recalled team members are properly paced with the rate of store reopening.

To inform our future pace of reopening and bringing people back, we will continue to analyze all available data, and both listen to and learn from our customers. We recognize wholeheartedly that they continue to value you as their trusted consultant for celebrating life's moments.



It's also why we're working so hard to return our teams back to the stores as soon as its possible, in a thoughtful and measured manner. And returning to a focused, strong and energizing company is what we are focused on. We're excited about how our customers are loving the new digital capabilities we've built together - whether selling in a virtual environment, transacting online and shipping directly to a customer's home or booking a Curbside Concierge pick-up appointment at their local store. These changes and others represent just a few examples of how your company is transforming in the midst of this crisis.

There are so many great stories happening in the field. I can see the incredible joy that you bring to peoples' lives each and every day – not only by looking at your numbers, but by looking at those smiling faces you continue to post on our internal WorkPlace site. Each day, I see your posts about people getting down on one knee in our stores and in our parking lots. And each day, I think to myself how grateful I am to have a team that's as committed, kind and creative as you.

I hope you are proud that your incredible work is being recognized both inside the company – and outside. This past week, for instance, both *USA Today* and the *Wall Street Journal* published very positive stories that underscore how Signet has been pivoting and finding modern, relevant ways to safely serve customers where they are.

In case you missed this week's incredible media articles, here's an overview:

- The WSJ's story is headlined, "[Weddings are off but marriage is on](#)," and examines the trend we've been seeing with online engagement ring sales along with two examples of our customers who purchased rings with us during the pandemic. It's a really happy story! (Subscription required)
- USA Today's story is headlined "[Shopping reinvented: America's stores, malls reopen with masks, curbside pickup and closed fitting rooms](#)," and mentions both our Curbside Concierge service and a shout-out to the virtual store appointments that our customers have been embracing during the pandemic. It casts us in a very positive and innovative light!

Thank you for your patience and perseverance. You inspire me. As we continue navigating through this global crisis, I promise you that I'll update out regularly so we can all stay #SignetStrong.

Stay well and take care.

Bill