

Corporate Governance Guidelines

Adopted by the Board on 1 March 2018



1. The Role of the Board

The Board's prime objective is the sustainable enhancement of business performance and shareholder value. It is responsible for determining all major policies, ensuring that effective strategies and management are in place, assessing performance of Signet Jewelers Limited ("Signet" or the "Company" and collectively with its subsidiaries and affiliated entities, the "Group") and its senior management, reviewing the systems of internal control and setting. The Board is currently comprised of ten members. The Board delegates the day-to-day management of the Company to the Chief Executive Officer and other senior executives of the Company and provides oversight of management.

The Board also seeks to present to shareholders, potential investors and other interested parties a balanced and coherent assessment of the Company's strategy, financial position and prospects. Board members are expected to attend Board meetings and review materials relating to those meetings in advance.

The Board monitors all developments in corporate governance, including the Companies Act 1981 of Bermuda, the NYSE Listing Standards, SEC requirements, the Sarbanes-Oxley Act and the Dodd-Frank Act. The Board reviews its performance and procedures in light of changing expectations regarding best practice and makes amendments, where it believes appropriate, to take account of them.

a. Separate and Independent Chairman

The Company has a Chairman of the Board who is separate from its Chief Executive Officer and whom the Board has determined to be independent under the listing standards of the NYSE. The Board considers it to be important for its effectiveness and efficiency to maintain a clear division of responsibilities between the running of the Board and the executive responsibility for the running of the Company's business; therefore, the Board has agreed that the roles of Chairman and Chief Executive Officer should be separate.

The division of responsibilities between the Chairman and the Chief Executive Officer has been specifically agreed by the Board.

In summary, the Chairman is responsible for:

- effective running of the Board, including evaluating its performance and that of the individual directors, and the Board's compliance with corporate governance requirements and best practice;
- consulting with and advising executive management about planned presentations to the Board, involving but not limited to, topics of longer term strategy, medium term plans, annual budgeting or, at his discretion, any other significant matters;
- consulting with and advising the Chief Executive Officer on contemplated executive management personnel selections, organizational alignment and responsibilities, and compensation recommendations;
- maintaining contact with major shareholders to understand directly their issues and concerns;
- keeping the other independent directors appropriately informed of developments within the business and shareholders' attitude toward the Company; and

- safeguarding Signet's reputation and representing it both internally and externally.

In summary the Board has agreed that the Chief Executive Officer is responsible for:

- the executive leadership of the business;
- developing and presenting to the Board, strategy, medium term plans and budgets;
- within this framework, the performance of the business;
- complying with legal and corporate governance requirements, together with the social, ethical and environmental principles of Signet; and
- making recommendations on the appointment and compensation of senior Executive Officers and management development.

b. Executive Sessions of Independent Directors

Independent Directors meet regularly in executive session without management participation. At those meetings the Chairman presides. This encourages open discussion. In addition, at least once per year the independent Directors, excluding the Chairman, meet separately in executive session to consider the independent Chairman's performance. At those meetings, Helen McCluskey, Chair of the Nomination and Corporate Governance Committees, presides.

c. Independent Directors Constitute a Majority of the Board

The Board currently comprises of one executive Director and nine independent Directors including the Chairman.

The Board has affirmatively determined that each of the following Directors is "independent" under the NYSE listing standards: Todd Stitzer, Mark Graf, Helen McCluskey, Marianne Parrs, Thomas Plaskett, Jonathan Sokoloff, Brian Tilzer, Eugenia Ulasewicz and Russell Walls.

In considering "independence" the Board considers any commercial, consulting, legal, accounting, charitable or any other business or non-business relationships that a Director or his or her immediate family may have with the Company.

d. Management Development and Succession Planning

The Board periodically reviews management development and succession planning with respect to senior management positions and engages the Chief Executive Officer in such discussions. The Board considers from time to time as appropriate potential successors to the Chief Executive Officer in the event of his or her no longer serving in that position. The Chief Executive Officer reports at least annually to the Board on succession planning and the Company's program for management development.

e. Director Orientation and Continuing Education and Board Access To Management and Independent Advisor

On appointment, new directors take part in an induction programme and are given an opportunity to familiarise themselves with the Group's business, procedures and investor perceptions. In addition to meeting with management, this process includes briefings from the Group's external auditor, lawyers and financial advisers. Directors are kept informed of the latest developments and best practice in corporate governance and attend relevant courses or receive appropriate training to equip them to carry out their duties. The independent directors are given regular opportunities to see the operations of the business

and have access to management, staff and, as necessary and appropriate, independent advisors.

f. Board Evaluation

The performance of the Board, its Committees and individual members is rigorously monitored at least annually to ensure that each director continues to contribute effectively and demonstrates commitment to the role. The Board has a formal written procedure for the evaluation process which is usually conducted by the Chairman in conjunction with Corporate Secretary. The Board also periodically engages an independent third party to evaluate Directors, Committees and the Board. The process is designed to help in assessing the future development needs of the Board and the directors.

g. Board Committees

Certain matters are delegated to Board Committees, each with Charters setting out defined terms of reference, procedures, responsibilities and powers. The principal committees are the Audit, Nomination and Corporate Governance, Compensation and Corporate Social Responsibility Committees, and the Corporate Secretary acts as secretary to all of them.

The Nomination and Corporate Governance Committee recommends to the Board for approval the directors to be appointed to each Committee, after consultation with the Chairman of each Committee, and with consideration of the views, experiences and characteristics of individual directors. The Board appoints the Chairman of each Committee.

h. Board Diversity

The benefits of having a diverse Board are recognised and embraced by the Company. A diverse Board will include differences in skill, industrial experience, background, ethnicity, gender and other qualities. These differences will be considered in determining the best composition of the Board and when possible should be balanced appropriately. At the same time candidates will be considered on merit and against agreed objective criteria.

The Chairman of the Board of the Company oversees the annual Board performance evaluation. As part of this review, he will consider the balance of skills, experience, independence and knowledge of the Board, whilst ensuring diverse representation.

i. Directors' Term Limits. Tenure and Retirement.

The Board believes that it is an advantage to have the continuous contribution of directors over a period of time during which they are able to develop awareness and insight of the Company and thereby be able to make a valuable contribution to the Board as a whole.

Subject to the Company's Bye Laws and annual performance process, the Board's policy is that each independent director must retire from the Board of Directors by not standing for re-election at the next annual general meeting of the Company's shareholders following the earlier of his or her: (i) 15th anniversary of service on the Board or (ii) 75th birthday, unless the Board in its absolute discretion determines that it is in the best interests of the Company and its shareholders to extend the Director's service for an additional period of time: provided however, that no more than two directors are impacted at anyone annual general meeting of shareholders by this provision. In such circumstances the director(s) with the shortest tenure on the Board and otherwise impacted by this provision shall be deferred until a subsequent annual meeting of shareholders for retirement.

2. The Audit Committee

The Audit Committee has a written Charter which is reviewed annually. The Audit Committee's responsibilities include the review of the appropriateness and effectiveness of the Group's accounting policies and financial procedures and oversight of the external auditor's work, including the scope and result of the audit. The Audit Committee also reviews the effectiveness of the internal auditors, the Disclosure Control Committee and establishes and maintains the Group's whistleblowing procedures.

The Audit Committee reviews the whistleblowing procedures twice a year, which includes receiving reports on all matters raised to Group and on actions taken. The Audit Committee also reviews the effectiveness of the Group's internal control and risk management procedures and reports to the Board on these matters. This review is based on a report submitted via the Head Office Risk Committee which includes the Group's prioritised risk register and annual written self-certification statements prepared by the operating divisions and head office departments, which confirm the extent of their compliance with all material internal financial operating and disclosure controls. These statements are prepared by the divisional finance directors on behalf of each operating division and are reviewed by senior divisional executives and Group management and receipt is confirmed to the Audit Committee. In addition to the management self-certification process, the Audit Committee receives regular updates on divisional and Group based internal audit activity throughout the year and reviews reports submitted to the Board by the Group's external auditor. The Audit Committee reviews, discusses with management and approves for submission to the Board, all Group audited financial statements, as well as approving trading statements, and quarterly reports and results announcements.

The external auditor's objectivity and independence is monitored by the Audit Committee which also has the primary responsibility for recommending to shareholders for approval the appointment of the external auditor, determining its fees and making an annual assessment of the external auditor's independence (including consideration of a written disclosure by the external auditor of all relationships with the Group). The planned rotation of partners and staff of the external auditor, together with a cooling off period before anyone from the external auditor joins the Group, also assist in maintaining the independence of the external auditor. The Audit Committee has reviewed and approved a policy for the provision of audit and non-audit services by the external auditor which is compliant with SEC requirements. The policy requires that the Audit Committee approves in advance all audit and non-audit work carried out by the external auditor (subject to a de minimis amount, this being then reported to the Audit Committee on a quarterly basis). The approval process requires disclosure of the objectives and scope of services to be performed in addition to the fee structure. The Audit Committee also reviews all approved services and fees at subsequent meetings.

The Audit Committee has an established channel of direct communication with the external auditor who normally attends meetings except in relation to certain aspects of their own appointment, assessment of their independence and determination of their fees. The Chairman, the Chief Executive Officer, the Chief Financial Officer and others attend the meeting by invitation. The Audit Committee meets at least once a year with both the external auditor and internal auditors without executive management being present. The Audit Committee also meets on two occasions during the year with divisional management to assess the risk and internal audit functions of the UK and North America divisions and for the purpose of being briefed on business and technical developments. The Senior Vice President, Internal Audit, Loss Prevention & Enterprise Risk Management also reports to the Committee on the processes in relation to the review of business risks.

All members of the Audit Committee are independent, as defined by the SEC and the NYSE listing rules, and the only remuneration members of the Audit Committee receive, from the Group, is as directors. All of the members of the Audit Committee have significant financial experience either as a result of positions held in other companies or from advising on financial matters.

3. Nomination and Corporate Governance Committee

The Nomination and Corporate Governance Committee has a written Charter which is reviewed annually. The Nomination and Corporate Governance Committee has responsibility for reviewing the composition, balance and diversity of the Board and its Committees, as well as Board and senior management succession. It will evaluate potential successors especially in relation to the Chief Executive Officer based on their effectiveness and ability to add value to the business and will make recommendations to the Board regarding potential successors. In the event of the retirement or emergency departure of the Chief Executive Officer, the Nomination and Corporate Governance Committee and the Board will implement temporary measures until a replacement Chief Executive Officer is appointed.

Once the Nomination and Corporate Governance Committee has agreed a job specification, the services of external recruitment agencies may be used to identify suitable candidates for senior executive posts and for all Board appointments. The Nomination and Corporate Governance Committee carries out interviews with such candidates in accordance with a formalised process, as well as with regard to the performance evaluation procedures for incumbent individual directors. The review of any independent director, who is serving beyond six years from first being elected to the Board, is considered with particular care. No director is involved in any decision about his own re-appointment.

When the role of the Chairman or any matter relating to succession to that role is discussed, the Chairman may be consulted, but the responsibility for preparing a job specification and making any recommendation to the Board rests solely with the Nomination and Corporate Governance Committee. The Nomination and Corporate Governance Committee also reviews a number of other senior appointments within the Group, such as that of the Corporate Secretary.

4. Compensation Committee

The Compensation Committee's role is to set the compensation policy for executive officers and other senior executives and to ensure that they are fairly rewarded for their individual contributions to Group performance, having due regard for the interests of shareholders, the financial and commercial health of the Group and pay and other conditions throughout the Group. It is also the role of the Compensation Committee to ensure that the Group's compensation policies remain competitive.

The Compensation Committee sets the compensation of the Chairman of the Board and of the Group Chief Executive. The compensation of the Section 16 Officers is set based on recommendations made by the Chief Executive Officer after consultation with the Chairman. The Committee also monitors the compensation of certain other senior executives and sets performance targets and makes all share-based compensation awards. Where executive directors are involved in assisting the Compensation Committee, care is taken to recognize and avoid possible conflicts of interest.

The Compensation Committee has developed the following sub-principles that it applies:

- The compensation program must align the interests of senior management with those of Shareholders. This is achieved by delivering a significant portion of total compensation for named executive officers as incentives dependent on factors that should reflect long-term growth in shareholder value.
- The only element of guaranteed pay is base salary. The percentage of at risk compensation increases in line with the responsibility and experience of each executive.
- Elements of compensation that are at risk should reward annual and multi-year exceptional performance.
- Compensation should include a retention component, to encourage high performing executives to remain with the Company.
- The compensation program should be constructed so that the named executive officers understand and are motivated to achieve the performance required to receive various levels of payments.
- The compensation program should encourage all executive officers to build a substantial holding of the Company's shares.

The Company has a share ownership policy applicable to the Board of Directors and executive officers to better align their interests with those of Shareholders over the long-term.

The Chief Executive Officer is expected to build a holding of Common Shares equal to at least five times his base salary within 5 years. In addition, the Chairman is expected to achieve a minimum share ownership value of \$700,000 within 5 years of selection as Chairman and an equity retention requirement equal to three times the annual cash value of the independent directors' fees (currently \$140,000) to be achieved within 5 years of election to the Board of Directors is required by the independent Directors. However, once achieved at any given share price, the requirement is considered to have been met notwithstanding any subsequent change in share price. The holding is to be maintained while he or she is an executive officer or Director, as applicable, of the Company.

All members of the Compensation Committee are independent without any personal financial interest (other than as shareholders) in matters decided by the Compensation Committee. No executive director or senior manager is involved in determining their own compensation.

The Compensation Committee regularly uses external professional advice and makes use of competitive market surveys conducted independently in both the US, where more than 80% of sales and profit are generated, as well as in the UK. The Committee has retained Meridian Compensation Partners, LLC as advisers and they are not retained by the Group in any other capacity.

The Compensation Committee reviews and recommends any amendment of fee levels or structure of fees, paid to the independent directors in consultation with the Nomination and Corporate Governance Committee. The actual form and amount of compensation is determined by the Board after consideration of, among other factors, external comparisons, and the time commitment and the responsibilities of the independent directors and is reviewed annually.

5. The Corporate Social Responsibility Committee

The role of the Corporate Social Responsibility Committee is to set guidance and direction and oversee policies and progress on the company's social, ethical, environmental & community issues.

The Committee oversees the Company's corporate and social obligations as a responsible citizen and its conduct in the context of those obligations. It approves the strategy for discharging the company's corporate and social responsibilities in order to protect the reputation and brand image of the company and seeks to identify and monitor external developments which are likely to have a significant influence on the company's reputation and its ability to conduct its business appropriately as a good citizen. It is responsible for ensuring that appropriate communications policies are in place and working effectively to build and protect the company's reputation both internally and externally and monitor the company's overall approach to corporate responsibility and ensure it is in line with the overall business strategy, monitoring the Company's participation and influence with industry-wide parties that promote effective mechanisms to improve social conditions across the supply chain. It also monitors the implementation of appropriate policies and initiatives in respect of energy management, climate change, carbon footprint, waste management and sustainable sourcing; and administers the community support programmes and ensures appropriate corporate giving policies. The Committee has responsibility for the oversight of ethics and respect in the workplace and for, overseeing and monitoring company culture to create a diverse and productive workplace. It also reviews the metrics set in relation to the 4 CSR pillars.

6. Claw Back Policy

In the event of a material restatement of the company's financial results, the Compensation Committee will recalculate all incentive compensation based on the restated results. If there was an underpayment based on the restated results, the Company will make up the difference. If there was any overpayment, the Company will formally request that all recipients return such overpayment to the Company. If a present employee refuses, the amount of the overpayment will be deducted from any future incentive compensation earned. If a former employee refuses, the Company will consider legal action, balancing the amount to be recovered versus the cost of such legal action.

7. Executive Management

Signet comprises three operating divisions, two in the US and one in the UK. The Chief Executive Officer also Chairs meetings of the Signet Leadership Team that consists of the Chief Financial Officer, the President & Chief Customer Officer, the Chief Human Resources Officer, the Chief Legal, Compliance & Corporate Affairs Officer, the Chief Transformation Officer, the Chief Communications Officer, the Chief Digital Innovation Advisor, the Corporate Secretary, the Chief Information Officer and who all report to the Chief Executive Officer as well as the Executive Vice presidents of Merchandising, Sourcing, Logistics and Store Operations. The executive management is responsible for the performance of Signet and its compliance with the internal policies and procedures set by the Board. As part of this responsibility, the executive management regularly reports to the Board on the performance of Signet, the competitive environment and its relations with stakeholders.

8. Business conduct and ethics

Signet strives to act in accordance with the laws and customs of each country in which it operates; to adopt proper standards of business practice and procedure; to operate with integrity; and to observe and respect the culture of each country in which it operates. To that end, the Group has adopted a statement of social, ethical and environmental principles and supporting policies applicable to all officers and employees of the Group and complies with the requirements of the NYSE. In addition, the Group has policies on business integrity, as well as more detailed guidance and regulations in the Group's staff induction, training and operational procedures. These policies meet the requirements of the NYSE, and include a

code of business conduct and a code of ethics, as well as whistleblower complaint procedures.

9. Relations with shareholders

The Board recognizes the importance of relations with shareholders and communicates regularly with them about the Group's strategy, financial performance and prospects. It does this through documents distributed to shareholders, stock exchange announcements, the Group's website and in meetings. Conference calls on quarterly and annual results and the Holiday trading statement are open to all interested parties, including private shareholders, through the use of teleconferences and web casting. Other presentations are available on the Group website. The Board recognizes that private investors have the opportunity to question the Board at general meetings of shareholders. All of the directors are required to attend the annual general meeting and the chairmen of the Audit, Nomination and Corporate Governance, Compensation and Corporate Social Responsibility Committees, in addition to the Chairman of the Board, are available to answer questions relating to the function of their respective Committees.

The Chief Executive Officer, Chief Financial Officer and the SVP of Corporate Finance Strategy & Investor Relations and the Vice President, Investor Relations carry out an extensive program of meetings with institutional investors. Shareholders who wish to send communications to the Board of directors, the Chairman or any other individual director may do so in writing, addressed to Laurel Krueger, Corporate Secretary at 375 Ghent Road, Akron, OH 44333.

The Board is kept informed of investment market attitudes to the Group by receiving regular reports on investor relations, copies of brokers' research, press cuttings and third-party surveys of investor perceptions.