

UK & Other Non-US Shareholders
Important Notice Regarding the Availability of Proxy Materials for the Annual Meeting of Shareholders



To Be Held On:
June 14, 2019 at 11:00 a.m. Atlantic Time
Hamilton Princess, 76 Pitts Bay Road, Hamilton, HM 08, Bermuda

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet and should not be regarded as a substitute for reading the proxy materials. We encourage you to access and review all of the important information contained in the proxy materials before voting.

If you want to receive a paper or e-mail copy of the proxy materials you must request one. There is no charge to you for requesting a copy. Please make the request as instructed below on or before June 2, 2019 to facilitate timely delivery.

The materials listed below are available at <http://www.signetjewelers.com/shareholders>.

- Notice of Annual Meeting of Shareholders
- Proxy Statement
- Proxy Card
- Annual Report to Shareholders for the fiscal year ended February 2, 2019

TO REQUEST MATERIAL:

TELEPHONE: 0800 181 4722 or +44 371 664 0300 (from outside the United Kingdom)

Calls to Freephone numbers will vary by provider. Calls from outside the United Kingdom will be charged at the applicable international rate. Lines are open between 09:00 - 17:30 British Summer Time, Monday to Friday excluding public holidays in England and Wales.

E-MAIL: enquiries@linkgroup.co.uk

WEBSITE: www.signalshares.com

TO VOTE:

ONLINE: To access your online proxy card, please visit www.signetjewelers.com/shareholders and follow the on-screen instructions. You may enter your voting instructions up until June 14, 2019 at 12:01 a.m. Atlantic Time (4:01am British Summer Time), which is approximately 11 hours before the start of the meeting.

IN PERSON: You may vote your shares in person by attending the Annual Meeting of Shareholders.

MAIL: If you wish to vote by mail, you may request a proxy card by following the instructions above.

Investor Code:

1. Election of directors to the Company's Board of Directors

- a) H. Todd Stitzer
- b) Virginia C. Drosos
- c) R. Mark Graf
- d) Zackery Hicks
- e) Helen McCluskey
- f) Sharon L. McCollam
- g) Nancy A. Reardon
- h) Jonathan Seiffer
- i) Jonathan Sokoloff
- j) Brian Tilzer
- k) Eugenia Ulasewicz

2. Appointment of KPMG LLP as independent auditor of the Company and authorization of Audit Committee to determine compensation.

3. Approval, on a non-binding advisory basis, of the compensation of our named executive officers as disclosed in the Proxy Statement (the "Say-on-Pay" vote).

THE BOARD OF DIRECTORS RECOMMENDS A VOTE "FOR" EACH NOMINEE LISTED IN PROPOSAL 1, AND A VOTE "FOR" PROPOSALS 2 AND 3.