

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

| | |
|----------------|--|
| COMPANY NUMBER | |
| ACCOUNT NUMBER | |
| CONTROL NUMBER | |

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 Voting Instructions (Proxy Card)
- Annual Report to Shareholders for the fiscal year ended February 2, 2019

TO REQUEST MATERIAL:

TELEPHONE: 888-776-9962 or +1-718-921-8562 (for international callers)

E-MAIL: info@astfinancial.com

WEBSITE: <https://us.astfinancial.com/OnlineProxyVoting/ProxyVoting/RequestMaterials>

TO VOTE:



ONLINE: To access your online Proxy Card, please visit www.signetjewelers.com/shareholders and follow the on-screen instructions or scan the QR code with your smartphone. You may enter your voting instructions up until 12:01 am Atlantic Time on June 14, 2019, which would be 11:01 pm Eastern Daylight Time on the day before the meeting.

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

TELEPHONE: Call **1-800-PROXIES** (1-800-776-9437) or **+1-718-921-8562** (for international callers) from any touch-tone telephone to transmit your voting instructions up until 12:01 am Atlantic Time on June 14, 2019, which would be 11:01 pm Eastern Daylight Time on the day before the meeting. Have your Proxy Card available when you call and then follow the instructions.

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

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

- H. Todd Stitzer
- Virginia C. Drosos
- R. Mark Graf
- Zackery Hicks
- Helen McCluskey
- Sharon L. McCollam
- Nancy A. Reardon
- Jonathan Seiffer
- Jonathan Sokoloff
- Brian Tilzer
- Eugenia Ulasewicz

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