

**UK division** Largest speciality retail jeweller with 12.1%<sup>(1)</sup> total market share

**H.SAMUEL**  
THE JEWELLER

No.1 UK speciality jewellery brand

	07/08	06/07	02/03
Sales	£256.7m	£260.8m	£275.0m
Stores	359	375	418
Average sales per store <sup>(2)</sup>	£0.722m	£0.695m	£0.677m



Total sales: 5 year c.a.g.r.	(1.4)%
Customers typical household income	£15-40k
Average selling price	£44
Share of UK jewellery sector <sup>(1)</sup>	6.5%
Average store selling space	1,100 sq ft

Nearly 150 years of jewellery heritage

**Ernest Jones**

THE DIAMOND & WATCH SPECIALIST

No.1 UK upper middle market jeweller

	07/08	06/07	02/03
Sales	£219.4m	£217.6m	£186.0m
Stores	204	206	192
Average sales per store <sup>(2)</sup>	£1.105m	£1.079m	£1.030m



Total sales: 5 year c.a.g.r.	3.4%
Customers typical household income	£30-50k
Average selling price	£180
Share of UK jewellery sector <sup>(1)</sup>	5.6%
Average store selling space	870 sq ft

Highest sales density per square foot of any Signet brand

Regional  
\$459.7m 12%

Jared  
\$756.4m 21%

UK<sup>(4)</sup>  
\$959.6m 26%

H.Samuel  
\$513.4m 14%

Ernest Jones  
\$438.8m 12%

UK  
\$105.1m 29%

(4) Includes other sales of \$7.4 m.