

US division Largest speciality retail jeweller with 4.2%⁽¹⁾ total market share



No.1 speciality retail jeweller in US

| | 07/08 | 06/07 | 02/03 |
|--|------------|------------|------------|
| Sales | \$1,489.6m | \$1,486.7m | \$1,011.1m |
| Stores | 894 | 832 | 676 |
| Average sales per store ⁽²⁾ | \$1.710m | \$1.815m | \$1.470m |

No.1 US off-mall destination jeweller

| | 07/08 | 06/07 | 02/03 |
|--|----------|----------|----------|
| Sales | \$756.4m | \$664.4m | \$258.7m |
| Stores | 154 | 135 | 67 |
| Average sales per store ⁽²⁾ | \$5.341m | \$5.676m | \$4.277m |



| | |
|---|-------------|
| Total sales: 5 year c.a.g.r. | 8.1% |
| Customers typical household income | \$35k-100k |
| Average selling price | \$327 |
| Share of US jewellery sector ⁽¹⁾ | 2.3% |
| Average store selling space (mall) | 1,270 sq ft |

| | |
|---|-------------|
| Total sales: 5 year c.a.g.r. | 23.9% |
| Customers typical household income | \$50k-150k |
| Average selling price | \$747 |
| Share of US jewellery sector ⁽¹⁾ | 1.2% |
| Average store selling space | 4,900 sq ft |

Long term potential to add over 500 stores

Signet's fastest growing brand

Group Sales

US
\$2,705.7m 74%

Kay
\$1,489.6m 41%

Operating Profit⁽³⁾

US
\$262.2m 71%

(1) Market share. See pages 12 and 24. (2) Includes only stores operated for the full financial period. (3) Excluding Group central costs of \$16.0m.