

SIGNET JEWELERS LTD  
Form 6-K  
August 06, 2009

**FORM 6-K**

**SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

**Special Report of Foreign Issuer**

Pursuant to Rule 13a - 16 or 15d - 16 of  
The Securities and Exchange Act of 1934

For the date of 6 August 2009

**SIGNET JEWELERS LIMITED**  
(Translation of registrant's name into English)

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**Clarendon House,**

**2 Church Street,**

**Hamilton HM11,**

**Bermuda**

(Address of principal executive office)

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Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40F.

Form 20-F  Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to

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Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes      No X

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

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**signet REPORTS  
SECOND  
quarter  
SALES**

**HAMILTON, Bermuda,**

**August**

**6**

**, 2009 -**

Signet Jewelers Ltd ("Signet") (NYSE and LSE: SIG), the world's largest specialty retail jeweler, today announced its sales performance

for the 13

and 26 weeks ended

August

1,

2009.

**13 WEEKS**

**ENDED**

**AUGUST**

**1,**

**2009**

Same store sales

fell

5.3%

in the 13 week period. Total

sales were

down

7.5%

on a reported basis to

\$

710.9

million (13 weeks to

August

2,

2008

:

\$768.9

million) reflecting

an underlying decrease of

3.2% at constant exchange rates (see Note 1).

The breakdown of the sales performance was as follows:

**Change on Previous Year**

|              | <b><u>Sales</u></b> |              |                 |                       |              |
|--------------|---------------------|--------------|-----------------|-----------------------|--------------|
|              | <b>\$</b>           | <b>% of</b>  | <b>Reported</b> | <b>At Constant</b>    | <b>Same</b>  |
|              | <b>m</b>            | <b>Total</b> |                 | <b>Exchange Rates</b> | <b>Store</b> |
|              |                     |              |                 |                       | <b>Sales</b> |
| <b>US</b>    | 552.5               | 78           | (4.0)           | (4.0)                 | (5.5)        |
|              |                     | %            | %               | %                     | %            |
| <b>UK</b>    | 158.4               | 22           | (18.1)          | (0.4)                 | (4.3)        |
|              |                     | %            | %               | )                     | (a)          |
|              |                     |              |                 | %                     |              |
| <b>GROUP</b> | 710.9               | 100          | (7.5)           | (3.2)                 | (5.3)        |
|              |                     | %            | )               | )                     | %            |
|              |                     |              | %               | %                     |              |

(a)  
Same store sales  
:  
H.Samuel

(2.5)% and Ernest Jones  
(6.2)%.

**26 WEEKS  
ENDED  
AUGUST  
1,  
2009**

Same store sales were down by 4.0% in the 26 week period. Total sales were down 7.4% on a reported basis to \$1,473.5 million (26 weeks to August 2, 2008: \$1,591.4 million) reflecting an underlying decrease of 2.2

%  
at constant exchange rates (see Note 1).  
The average US dollar

exchange rate for  
the period was £1/\$1.

54  
(26 weeks to August 2, 2008

: £1/\$1.

98).

The breakdown of the sales performance was as follows:

|              | <u>Sales</u> |               | <u>Change on Previous Year</u> |       |       |
|--------------|--------------|---------------|--------------------------------|-------|-------|
|              | \$           | % of Reported | At Constant Exchange Rates     | Same  | Store |
|              | m            | Total         |                                | Sales | Sales |
| <b>US</b>    | 1,177.4      | 80            | (2.4)                          | (2.4) | (4.0) |
|              |              | %             | %                              | %     | %     |
| <b>UK</b>    | 296.1        | 20            | (23.0)                         | (1.   |       |
|              |              | %             | %                              | 0     | (4.2) |
|              |              |               |                                | )     | %     |
|              |              |               |                                | %     | (b)   |
| <b>GROUP</b> | 1,473.5      | 100           | (7.4)                          | (2.   | (4.0) |
|              |              | %             | %                              | 2     | %     |
|              |              |               |                                | )     |       |
|              |              |               |                                | %     |       |

(b)  
Same store  
sales:  
H.Samuel

(2.2)% and Ernest Jones  
(6.5)%.

Terry Burman, Chief Executive, commented, "  
US same store sales were down 5.5% in the second quarter,  
slowing a little from that of  
the first quarter after  
the  
Valentine's Day  
period

.  
In the  
UK  
same store sales were down  
4.3  
%

, in line with the first quarter.

While the outlook on both sides of the Atlantic

remains uncertain,

the Group will continue to seek to capitalize on market share opportunities with a strong focus on customer service and merchandise initiatives."

**Enquiries Terry Burman, Chief Executive, Signet Jewelers +1 441 296 5872**  
**Walker Boyd, Finance Director, Signet Jewelers +1 441 296 5872**

**Michael Henson, Taylor Rafferty +1 212**

**889**

**4350**

**Simon Sporborg +44 (0)20 7404 5959**

**' Brunswick**

*Signet operated 1,952*

*specialty retail jewelry stores at*

*August*

*1,*

*2009*

*; these included 1,396*

*stores in the US, where the Group trades as "Kay Jewelers", "Jared The Galleria Of Jewelry" and under a number of regional names. At that date Signet operated*

*556*

*stores in the*

*UK*

*, where the Group trades as "H.Samuel", "Ernest Jones" and "Leslie Davis". Further information on Signet is available at*

*www.signet*

*jewelers*

*.com.*

*See also*

*www.kay.com*

*, www.jared.com*

*, www.hsamuel.co.uk*

and  
[www.ernestjones.co.uk](http://www.ernestjones.co.uk)

**Investor Relations**  
**Program Details**

**Second Quarter Results**

The results for the 13 and 26 week periods to August 1, 2009 are expected to be announced at 7.30 a.m. (EDT) on Wednesday, September 9, 2009. On that day there will be a conference call chaired by Terry Burman at 8.30 a.m. (EDT) (1.30 p.m. BST and 5.30 a.m. Pacific Time) and a simultaneous audio webcast and slide presentation available at [www.signetjewelers.com](http://www.signetjewelers.com). The slides will be available to be downloaded from the website ahead of the call.

The call details are:

US dial-in: +1 718 354 1385  
US 48hr replay: +1 718 354 1112      Access code: 5322040#

European dial-in: +44 (0)20 7806 1953  
European dial-in: +44 (0)20 7806 1970      Access code: 5322040#

48hr replay  
:

**Goldman Sachs 16th Annual Global Retailing Conference in**

**New York**

Signet will be presenting at the Goldman Sachs 16<sup>th</sup>

Annual Global Retailing Conference taking place in New York

on Thursday, September 10, 2009. The presentation, which will also be webcast on www.signetjewelers.com, will be given by Terry Burman, Chief Executive. Terry Burman and Walker Boyd, Finance Director, will also be available for one-on-one meetings.

**Store Visit**

, New York

**City/Watchung, NJ**

A half day store tour for professional investors will be held in New York City/Watchung, NJ on Tuesday, October 20, 2009. The tour will be hosted by Terry Burman, Chief Executive, Mark Light, Chief Executive of Signet's

US

division and Tim Jackson, Investor Relations Director.

**Note**

**1**

**- Impact of constant exchange rates**

Signet

has historically used constant exchange rates to compare period-to-period changes in certain financial data. This is referred to as 'at constant exchange rates' throughout this release.

Signet

considers this to be a useful measure for analyzing and explaining changes and trends in its

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results. The impact of the re-calculation of sales at constant exchange rates, including a reconciliation to GAAP sales, is shown below.

ing and explaining changes and trends in its results. The impact of the re-calculation of sales at constant exchange rates, including a reconciliation to GAAP sales, is shown below.

| <b>13 weeks ended August 1, 2009</b>   | <b>13 weeks ended August 1, 2009</b> | 13 weeks ended August 2, 2008 | Growth at actual exchange rates | Impact of exchange rate movement | 13 weeks ended August 2, 2008         | Growth at constant exchange rates (non-GAAP) |
|--|--------------------------------------|-------------------------------|---------------------------------|----------------------------------|---------------------------------------|--|
|  | <b>2009 as reported</b>              | as reported                   |                                 |                                  | at constant exchange rates (non-GAAP) |  |
|  | \$ m                                 | \$ m                          | %                               | \$ m                             | \$ m                                  | %  |
| <b>Sales by origin and destination</b> |                                      |                               |                                 |                                  |                                       |  |
| US                                     | <b>552.5</b>                         | 575.                          | (4.0)                           | -                                | 575.                                  | (4.0)  |



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|                   |             |      |        |       |       |     |
|-------------------|-------------|------|--------|-------|-------|-----|
|                   |             | 6    |        |       | 6     |     |
| UK                |             |      |        |       |       |     |
| , Channel Islands | <b>158.</b> | 193. |        | (34.  |       | (0. |
| & Republic of     | <b>4</b>    | 3    | (18.1) | 2     | 159.1 | 4   |
| Ireland           |             |      |        | )     |       | )   |
|                   | <b>710.</b> | 768. | (7.    | (34.2 | 734.  | (3. |
|                   | <b>9</b>    | 9    | 5      | )     | 7     | 2   |
|                   |             |      | )      |       |       | )   |

| <b>26 weeks ended</b>                  | <b>26 weeks ended</b> | 26 weeks ended | Growth at actual | Impact of              | 26 weeks ended                        | Growth at constant |
|--|-----------------------|----------------|------------------|------------------------|---------------------------------------|--------------------|
| <b>August 1, 2009</b>                  | <b>August 1, 2009</b> | August 2, 2008 | exchange rates   | exchange rate movement | August 2, 2008                        | exchange rates     |
| <b>2009</b>                            | <b>as reported</b>    | as reported    |                  |                        | at constant exchange rates (non-GAAP) | (non-GAAP)         |
|  | \$ m                  | \$ m           | %                | \$ m                   | \$ m                                  | %                  |
| <b>Sales by origin and destination</b> |                       |                |                  |                        |                                       |                    |
| US                                     | <b>1,177.4</b>        | 1,206.7        | (2.4)            | -                      | 1,206.7                               | (2.4)              |
| UK                                     |                       |                |                  |                        |                                       |                    |
| , Channel Islands                      | <b>296.1</b>          | 384.7          | (23.0)           | (85.5)                 | 299.2                                 | (1.0)              |
| & Republic of                          |                       |                |                  |                        |                                       |                    |
| Ireland                                |                       |                |                  |                        |                                       |                    |
|  | <b>1,473.5</b>        | 1,505.9        | (2.4)            | (85.5)                 | 1,505.9                               | (2.2)              |

*This release includes statements which are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements, based upon management's beliefs as well as on assumptions made by and data currently available to management, appear in a number of places throughout this release and include statements regarding, among other things, our results of operation, financial condition, liquidity, prospects, growth, strategies and the industry in which*

*Signet*

*operates. Our use of the words "expects," "intends," "anticipates," "estimates," "may," "forecast," "objective," "plan" or "target," and other similar expressions are intended to identify forward-looking statements. These forward-looking statements are not guarantees of future performance and are subject to a number of risks and uncertainties, including but not limited to general economic conditions, the merchandising, pricing and inventory policies followed by management*

, the reputation of the  
business

, the level of competition in the jewe

l

ry sector, the price and availability of diamonds, gold and other precious metals, seasonality of the business and  
financial market risk.

For a discussion of these and other risks and uncertainties which could cause actual results to differ materially, see  
the "Risk Factors" section of the Company's

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eport on Form 20-F filed with the U.S. Securities and Exchange Commission on

April 1

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and other filings made by the Company with the Commission. Actual results may differ materially from those  
anticipated in such forward-looking statements even if experience or future changes make it clear that any projected  
results expressed or implied therein may not be reali

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ed. The Company undertakes no obligation to update or revise any forward-looking statements to reflect subsequent  
events or circumstances.

## SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be  
signed on its behalf by the undersigned, thereunto duly authorized.

**SIGNET JEWELERS LIMITED**

By: /s/ Walker Boyd

Name: Walker Boyd  
Title: Group Finance Director

Date: 6 August 2009