




JEWELERS SURVEY REPORT

WHAT WE ARE DIGGING IN ON

 VOLUME	Five, Tracked Quarterly
 TICKERS	SIG, TIF, PNDORA
 SAMPLE	1,400+ US CONSUMERS, BALANCED TO CENSUS



METHODOLOGY

SURVEY DESIGN: We do our own research to understand what qualitative issues are most important to the investment thesis with a longer term outlook. We design a survey focused around the key thesis assumptions that are tracked over-time. We accept input from clients on questions to add to surveys.



DATA COLLECTION: We partner with market research panels containing millions of consumers to get 1,000-2,000 consumers, balanced to census, to take our survey electronically. Panelists are compensated with nominal rewards, usually points they can accrue over time and redeem or in charitable contributions.



DATA PRESENTATION: All of the data from our current survey and prior waves are presented in charts to show changes in the data over time. We



ACTIONABLE INSIGHTS IN YOUR INBOX: We sift through all of the data and pull the most actionable insights to the surface, which we flag at the beginning of the report and in the body of the email that we send distributing the research.

THEMATIC QUESTIONS INVESTIGATED

What does consumer feedback have to say about Signet's credit business?

- Are Signet customers using store issued financing more or less often for their most recent purchase?
- Are customers who used financing on time with their payments?
- Among respondents who purchased from Signet Jewelers in the past year and 1-2 years ago, when did they receive more financing?

THE SETUP

Investors are concerned about risks associated with SIG's credit business and with customer trust issues. Brand perception remains important to identify winners and losers.

What is consumer perception of each brand and how is it changing? What do consumers think about each brand, has their trust level changed, how aligned is each jeweler with their customers on key purchasing drivers.

Where are consumers buying engagement rings and is it a headwind or tailwind for any retailers in our survey? Are there differences in purchase behavior based on when respondents bought engagement rings?

How do consumers feel about buying jewelry online? Are consumers becoming more or less likely to think of online first when they need to buy jewelry?

MORE INFORMATION / PRICING:

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