

**ERNEST JONES & CO
(LONDON) LIMITED**

Directors' report and financial statements

29 January 2011

Company No: 468771



Ernest Jones & Co (London) Limited

Directors' report and financial statements

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Ernest Jones & Co (London) Limited

Directors' report

The directors present their annual report and the unaudited financial statements for the year ended 29 January 2011

Business review

The Company has not traded during the period

Directors and directors' interests

The directors who served during the period were

M A Jenkins

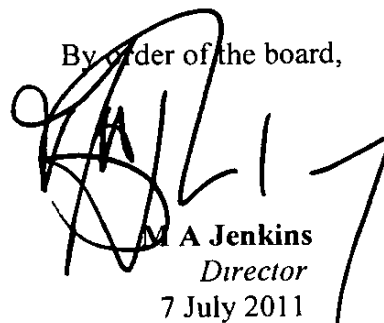
R M Miles (appointed 25 June 2010)

W G Boyd (resigned 25 June 2010)

None of the directors had any beneficial interest in the share capital of the Company during the period.

15 Golden Square
London,
W1F 9JG

By order of the board,

A large, stylized handwritten signature in black ink, appearing to be 'MAJenkins', is written over the printed name and title.

M A Jenkins
Director

7 July 2011

Ernest Jones & Co (London) Limited

Statement of Directors' responsibilities in respect of the Directors' report and the financial statements

The directors are responsible for preparing the Directors' report and the financial statements in accordance with applicable law and regulations

Company law requires the directors to prepare financial statements for each financial year. Under that law they have elected to prepare the financial statements in accordance with UK Accounting Standards and applicable law (UK Generally Accepted Accounting Practice)

Under company law the directors must not approve the financial statements until they are satisfied that they give a true and fair view of the state of affairs of the Company and of the profit or loss of the Company for that period

In preparing these financial statements, the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgements and estimates that are reasonable and prudent,
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements, and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business

The directors are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that its financial statements comply with the Companies Act 2006. They have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the Company and to prevent and detect fraud and other irregularities

Ernest Jones & Co (London) Limited

Balance sheet

At 29 January 2011

	Note	2011 £	2010 £
CURRENT ASSETS			
Debtors - amount due from group undertakings		<u>5,000</u>	<u>5,000</u>
CAPITAL AND RESERVES			
Called up share capital	3	<u>5,000</u>	<u>5,000</u>

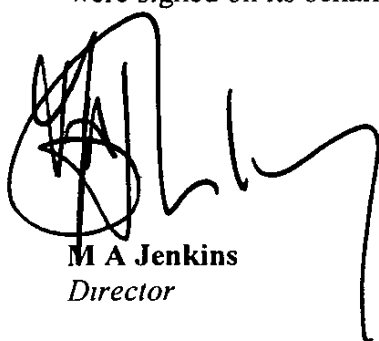
For the year ended 29 January 2011 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

Directors' responsibilities

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476, and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime

These financial statements were approved by the board of directors on 7 July 2011 and were signed on its behalf by



M A Jenkins
Director

Company No 468771

The notes on page 4 form part of these financial statements

Ernest Jones & Co (London) Limited

Notes to the financial statements

1. Accounting policies

The financial statements have been prepared in accordance with applicable United Kingdom law and accounting standards and under the historical cost convention

Under Financial Reporting Standard 1 the Company is exempt from the requirement to prepare a cash flow statement on the grounds of its size

2. Profit and loss account

During the financial year and the preceding financial year the Company did not trade and received no income and incurred no expenditure. Consequently, during those years the Company made neither a profit nor a loss

3. Called up share capital

	2011 £	2010 £
Authorised, allotted, called up and fully paid 5,000 ordinary shares of £1 each	<u>5,000</u>	<u>5,000</u>

4. Ultimate holding company

The company is a subsidiary undertaking of Signet Jewelers Limited, a company incorporated in Bermuda. The financial statements of Signet Jewelers Limited, which consolidate the results of Ernest Jones & Co (London) Limited, are available to the public and may be obtained from 15 Golden Square, London W1F 9JG or at www.signetjewelers.com