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KELLOGG COMPANY
2017 Annual Meeting
Friday, April 28, 2017

Tony Tiger
1 Kellogg Square
Battle Creek, MI 49017
USA

Control Number
P87025_487836F99

This confirmation is not transferable. This confirmation does not guarantee admittance to the shareowner meeting. The company has specific requirements for attending the meeting and you must adhere to the rules and requirements as outlined in the proxy materials that were distributed to you. Additionally, this registration confirmation does not entitle you to vote at the meeting. Along with the confirmation, shareholders and guests will be required to present a form of government-issued photograph identification, such as a driver's license or passport, at the meeting entrance. Large bags, backpacks and packages, suitcases, briefcases, personal communication devices such as cell phones, smartphones, tablets, cameras, recording equipment and other electronic devices, weapons, food and beverages are not permitted in the meeting and attendees may be subject to security inspections.