



The most accurate,
dependable, and efficient way
to submit your proxy voting instructions online.

Enter your
Control Number to:

- Submit Proxy Voting Instructions
- Download materials
- Sign up for e-Delivery

Enter Control Number

SUBMIT

Need [help](#) finding your Control Number ?

Postal Mail
Recipients

Your Control Number can be found next to the label "Control Number" OR as shown in the example below.


→ In the box next to arrow

E-Mail
Recipients

Your Control Number can be found next to the field labeled "Control Number" within the body of your email.

OR

Screen 2



Shareholder Meeting Registration
Powered by Broadridge

LOGOUT
March 9, 2018

PREVIEW MODE

Issuer **KELLOGG COMPANY** Control Number **P01424_487836G99**

Meeting Registration: Enter PIN

Meeting Date 04/27/2018

Enter Your PIN Number

SUBMIT





[Click here](#) to have your PIN sent to the email address on file.

Please enter your PIN number in the box below. This number can be found in several places depending on the type of notification you received. If you forgot your PIN number, simply click on the link to have the PIN number sent to your email address on file.

ProxyVote | Shareholder Meeting Registration
powered by Broadridge

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Screen 3

ProxyVote™ Shareholder Meeting Registration LOGOUT
Powered by Broadridge March 9, 2018

PREVIEW MODE

Issuer **KELLOGG COMPANY** Control Number **P01424_487836G99**

Meeting Registration

Meeting Date 04/27/2018

Registration is simple. Please complete the fields below with the requested information. Mandatory fields are highlighted with an asterisk and must be populated. When complete, click the SUBMIT REGISTRATION button at the bottom to log your registration and receive a confirmation.

By completing the registration fields and submitting your registration, you are authorizing the company to add you to their guest list for the meeting. Doing so will make the personal information you are providing available to the company. The information you provide includes; First Name, Last Name, Mailing Address, E-mail Address and Company.

SHAREHOLDER

First Name *

Last Name *

Company Name or Representative of

Address *

Address 2

City *

State *

Zip *

Country *

Email Address

Re-type Email Address

[SUBMIT REGISTRATION](#)

Screen 4



Shareholder Meeting Registration
Powered by Broadridge

LOGOUT

March 9, 2018

PREVIEW MODE

Issuer **KELLOGG COMPANY**

Control Number **P01424_487836G99**

Registration Confirmation

Below is a confirmation of your registration. Please print this page for your records. It is important to note that completing the registration process does not guarantee admittance to the Annual Meeting of Shareowners. 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. Please bring this confirmation with you along with government issued photo identification to gain admission. Additionally, this registration confirmation does not entitle you to vote at the meeting.

If you wish to vote now, please return to the ProxyVote site.

If your shares are through a bank or broker and you would like to vote at the meeting, a legal proxy is required. Please return to the ProxyVote site to request a legal proxy.

For additional questions regarding the Annual Meeting, please contact Investor Relations at investor.relations@kellogg.com.

[PRINT CONFIRMATION](#)



PEL2EDQAZQFCMG00

KELLOGG COMPANY
2018 Annual Meeting
Friday, April 27, 2018

ELLEN LEITHOLD
4207 LUM ST
PORTAGE, MI 49002
UNITED STATES
ELLENLEIT@CHARTER.NET

Control Number
P01424_487836G99

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.

Click on blue "Print Confirmation" button.

Screen 4
Results from clicking on blue "Print Confirmation" button.



PEL2EDQAZQFCMG00

KELLOGG COMPANY
2018 Annual Meeting
Friday, April 27, 2018

ELLEN LEITHOLD
4207 LUM ST
PORTAGE, MI 49002
UNITED STATES
ELLENLEIT@CHARTER.NET

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This is your entrance ticket to attend the annual shareowners meeting in person.
Print a copy to bring with you.