

Developed Markets – RX

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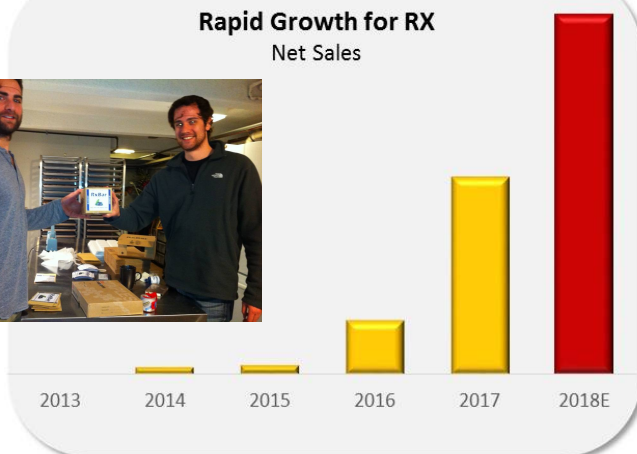


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RX's Approach – Solving a Consumer Problem



Rapid Growth for RX
Net Sales



What makes RX different?

- Entrepreneurial spirit
- Innovate for tomorrow's consumers
- Start small, adjust as we go

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Life at Kellogg



- **Resources** – R&D, data, analytics
- **Scale** – procurement, media
- **Risk mitigation** – supply chain, legal
- **Culture** – assistance vs. interference

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Building Awareness & Availability



Across Channels



% of Net Sales

Room to Grow

	RXBAR
HH Pen*	6.5
Trial**	2.4%
Repeat**	37%

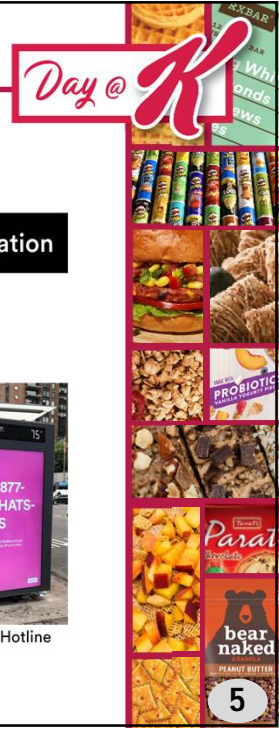
*Nielsen, 13 weeks ended 10/06/18

** Kroger shop measures

- **Expanding distribution**
- **Expanding offerings**
- **Building brand awareness**
- **Driving trial**

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Investing in Awareness & Availability



In 2019, we will drive trial, awareness, and brand loyalty through an activation strategy that supports each RX platform.

Drive Trial



Grow Awareness



Develop Brand Reputation



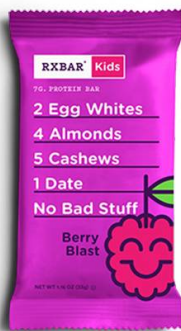
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Investing in Expansion



Growing the Base Business

- Expanding distribution
- Building awareness & trial
- Extending into kids' flavors



Entering Adjacent Categories

- Launching nut butters & more in 2019



Launching in International Markets

- Canada and UK in 2019



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Growth Platform – Categories, Brands, Countries

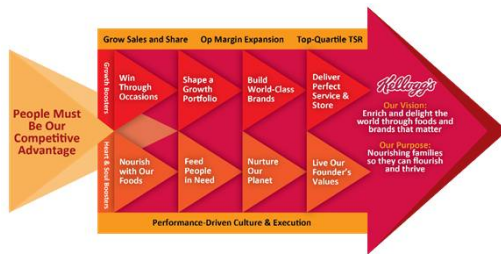


RX Entrepreneurial Approach + Kellogg Resources



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2019 – Investing Behind Deploy For Growth



- Expanding points of distribution in U.S.
- Building brand awareness and driving trial
- Expanding product line
- Launching in Canada and the U.K.

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RX – Summary



- Entrepreneurial model
- Access to Kellogg resources
- Room to grow for base *RX* bar
- Brand extendable into new foods
- Entering new markets
- Continued strong growth



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