



[www.proxyvote.com](http://www.proxyvote.com)

# Screen 1



English | Français

**ProxyVote**  
a Broadridge service

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

OR

## E-Mail Recipients

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



# Screen 2



Shareholder Meeting Registration  
Powered by Broadridge

March 6, 2019

PREVIEW MODE

Issuer **KELLOGG COMPANY** Control Number **P21437\_487836D99**

## Meeting Registration: Enter PIN

Meeting Date 04/26/2019

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 to the left. 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

[Privacy Statement](#)  
[Terms of Use & Linking Policy](#)

### Connect With Broadridge

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# Screen 3



Shareholder Meeting Registration  
Powered by Broadridge

LOGOUT

March 6, 2019

PREVIEW MODE

Issuer **KELLOGG COMPANY**

Control Number **P21437\_487836D99**

## Meeting Registration

Meeting Date 04/26/2019

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.

**ATTENTION JOINT HOLDERS:** If you have a joint account and more than one person from the account plans to attend the meeting, please register together on one registration (i.e. John & Jane). If each person attempts to register using the same control number, only the last person to register will have an active barcode. All other barcodes previously created will be void.

### SHAREHOLDER

First Name \*

Last Name \*

Company Name or Representative of

Address \*

Address 2

City \*

State \*

Zip \*

Country \*

Email Address

Re-type Email Address

If you are registering members of a joint account, please add all parties who plan to attend to the name section, as shown below:

### 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 6, 2019

PREVIEW MODE

Issuer **KELLOGG COMPANY**

Control Number **P21437\_487836D99**

## 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](mailto:investor.relations@kellogg.com).

[PRINT CONFIRMATION](#)

Click on blue  
"Print Confirmation"  
button.



8L9Z42KABRE6KA00

KELLOGG COMPANY  
2019 Annual Meeting  
Friday, April 26, 2019

**JOHN DOE**  
ONE KELLOGG SQUARE  
BATTLE CREEK, MI 49016  
UNITED STATES

Control Number  
P21437\_487836D99

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.

# Screen 5



Shareholder Meeting Registration

Page 1 of 1



8L9Z42KABRE6KA00

KELLOGG COMPANY  
2019 Annual Meeting  
Friday, April 26, 2019

JOHN DOE  
ONE KELLOGG SQUARE  
BATTLE CREEK, MI 49016  
UNITED STATES

Control Number  
P21437\_487836D99

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.

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