

Kellogg's

www.proxyvote.com

Screen 1



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

SUBMIT

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



Screen 2



Meeting Registration: Enter PIN

Meeting Date 04/24/2020

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.

Screen 3



Meeting Registration

Meeting Date 04/24/2020

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 guestlist for the meeting. Doing so will make the personal information you are providing available to the company even if you have requested your broker not to identify you as a shareholder. **By requesting attendance to the meeting, you agree to the release of the information entered on the form below and the record date information of the account as it is registered with the broker/bank representing the shares.** The data includes: First Name, Last Name, Mailing Address, Email Address, and your Company name, as well as any guest information if the company permits guests.

If the company is permitting guests to attend, you may also add your guest's information below.

Registration Type ⓘ

SHAREHOLDER

First Name * Last Name *

[Add Joint Shareholder](#) +

Company Name or Representative of

Address * Address 2

City * State *

Zip * Country *

 UNITED STATES

Email Address Re-type Email Address

If you are registering members of a joint account, please click Add a Joint Shareholder.

Screen 4



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 shareholder 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. You may be required to 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 decide you cannot attend the meeting but would like a representative to attend in your place, you may update your registration by utilizing your original control number.

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

If your shares are held 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.

[PRINT CONFIRMATION](#)

Click on blue
"Print Confirmation"
button.

KELLOGG COMPANY



YD4ERMHZJRMVBY00

KELLOGG COMPANY
2020 Annual Meeting
Friday, April 24, 2020

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

Control Number
2330654591786795


This confirmation is not transferable. This confirmation does not guarantee admittance to the shareholder 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 will be subject to security inspections.

Screen 5



Shareholder Meeting Registration

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KELLOGG COMPANY		 YD4ERMHZJRMYY00
KELLOGG COMPANY 2020 Annual Meeting Friday, April 24, 2020	JOHN DOE ONE KELLOGG SQUARE BATTLE CREEK, MI 49016 UNITED STATES	Control Number 2330654591786795

This confirmation is not transferable. This confirmation does not guarantee admittance to the shareholder 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 will be subject to security inspections.

