At Kellogg, we are passionate about fighting hunger and feeding people’s potential. That’s why we recently committed to creating 3 billion Better Days for people around the world by the end of 2025, through our global purpose platform, Breakfasts for Better Days. This 2016 commitment is the second generation of Breakfasts for Better Days. We’ve already almost doubled our initial goal and helped provide nearly 1.9 billion servings of food to those in need since 2013, and we’ve supported the livelihoods of thousands of farmers. Now we’re taking our efforts to a whole new level, integrating our hunger relief and sustainability work.
Fighting Hunger, Feeding Potential

In a world where there are more people and increasingly limited natural resources, we are working hard to help ensure that there is enough food for everyone.

We’re fighting hunger every day, as well as feeding the potential of people who are creating solutions to these challenges for generations to come.

5 Ways We Are Fighting Hunger, Feeding Potential

1. Donating 2.5 billion servings of food to people in need

2. Expanding breakfast programs to reach 2 million children

3. Supporting 500,000 farmers with climate smart agriculture practices*

4. Committing to 45,000 employee volunteer days

5. Engaging 300,000 people in the issue

* This work is addressed in the Nurturing Our Planet section of this Report

Alleviating Hunger

 Millions of people worldwide enjoy our great-tasting foods. These foods also play an important role in our efforts to reduce hunger. By the end of 2025, we will donate 2.5 billion servings of food on six continents through hundreds of food banks and other programs. These donations help those in need, either due to short-term or chronic hunger, or natural disasters. Donations like these also go a long way toward reducing food waste and achieving the United Nations Sustainable Development Goal #2 to achieve Zero Hunger and Goal #12.3 to reduce food waste and loss.

School Breakfast Programs

We’re deeply concerned about reducing child hunger and will reach 2 million children by starting and growing school breakfast programs in more than 25 countries including Australia, Brazil, Canada, Colombia, Egypt, Italy, the U.K., Russia, and South Africa. At the same time, we’re continuing to help expand U.S. school breakfast program participation. As the breakfast pioneer and leader for 110 years, we know how vital it is that children start their days with a full stomach, ready to learn and be active.

- Partnering with Food Bank of Russia, Kellogg provides a nutritious breakfast to about 600 children in 18 schools, every school day, across five regions of the country. In a recent study, 75 percent of school staff surveyed said the breakfast helps students be more engaged and 99 percent asked us to continue the program.

- The Kellogg Australia Breakfast Buddies program helps provide breakfast to the one in seven kids in Australia who otherwise go without by providing breakfasts to schools, outback and indigenous communities, sporting clubs and other community groups that serve children.

- Kellogg Spain now has more than 1,000 children participating in 15 breakfast clubs around the country.
• Even in the U.S., where government-funded school breakfast programs are in place, reaching children through these programs is a challenge. Kids don’t want to be singled out as needing free breakfast and schools often lack the infrastructure to provide breakfast to all students. Kellogg U.S.’s partnerships with Action for Healthy Kids, Food Research and Action Center and Share Our Strength No Kid Hungry help provide resources to bring a much-needed breakfast to 63,000 students through breakfast-in-the-classroom and grab-and-go models in 250 schools.

• In Colombia, Kellogg supports breakfast programs in nine cities, reaching 3,400 children in 55 schools and other community settings.

• In Egypt, Kellogg Company Fund provided support for a kitchen and catering facilities at a primary school in Cairo. Previously unemployed mothers of children at the school were trained to cook breakfast for 600 students each school day.

Creating 3 billion Better Days for people around the world isn’t something we can do alone, so we’re working with our employees, customers, suppliers, partners and inviting others to join us.

Employee Volunteerism

We’re especially excited to see our employees around the world helping to reduce hunger through their volunteer efforts. Employee volunteerism is an essential part of Breakfasts For Better Days. It allows our employees to see the great work our partners do and provides tangible help our partners need to deliver services.

On World Food Day 2016, thousands of Kellogg employees in nearly 30 countries stepped up to fight hunger in a big way – volunteering at local school breakfast programs and food banks, and organizing food collection drives that benefitted more than 55 food banks globally.

Here’s just one example, although there are hundreds more. In Ireland, Kellogg volunteers donated breakfasts to commuters in Dublin in exchange for donations to the CrossCare Food Bank. Over five days, the team raised awareness of hunger in Ireland and donations to help feed those in need.
Engaging People In The Issue

We’re also partnering with people who enjoy our foods to actively fight hunger. Kellogg’s U.S. Give a Child a Breakfast campaign is donating up to US$1 million to No Kid Hungry to support school breakfast programs for specially marked boxes of Kellogg’s® breakfast cereals sold through the end of 2017. Kellogg Russia’s Lenten campaign similarly encouraged people to purchase Kellogg products to support donations to children in need.

Breakfasts for Better Days is our signature cause platform. We’ve found that by focusing our efforts and resources on one priority – fighting hunger and feeding potential – we can make the biggest difference. And because we know that a strong food banking network plays a key role in this issue, we recently supported a project that facilitates the sharing of best practices with members of the European Food Bank Federation. This, and our ongoing support of the Global Food-banking Network, help our partners operate effectively and make a difference to as many people as possible.

We also continue to support the U.S. United Way campaign in the communities where we have operations. In 2016, Kellogg and its employees pledged US$5.5 million, nearly half of that – US$2.6 million – to our Battle Creek, MI headquarters community. Since United Way is a key partner with us in the fight against hunger, 25 percent of our corporate match goes toward this purpose, in support of our Breakfasts for Better Days commitment.

We’ll report on our progress against these new 2025 commitments in future Corporate Responsibility Reports.

“The truth is, you receive much more than you give.”
- Jose, Kellogg Spain
Charitable Donations

Our charitable contributions are made through Kellogg Company and Kellogg Company Fund. In the past five years, we have donated US$278.5 million.

2012-2016: US$278.5 Million

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“The money as you please so long as it promotes the health, happiness and well-being of children”

— Will Keith (W.K.) Kellogg

The W.K. Kellogg Foundation (WKKF), established in 1930 as an independent, private foundation, is among the largest philanthropic foundations in the U.S. As legally separate entities, WKKF receives its income primarily from the W.K. Kellogg Foundation Trust, and the Trust is Kellogg Company’s largest shareowner. In 2016, Kellogg Company paid nearly US$140 million in dividends to the Trust to support the Foundation’s work with children, families and communities.
THANK YOU

for your interest in Kellogg Company’s corporate responsibility efforts to nourish families so they can flourish and thrive.

We welcome your questions and feedback at corporateresponsibility@kellogg.com.