

- (3) Filing Party:
 - (4) Date Filed:
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*** Exercise Your Right to Vote ***

IMPORTANT NOTICE Regarding the Availability of Proxy Materials for the Shareowner Meeting to Be Held on April 27, 2018

KELLOGG COMPANY

Meeting Information

Meeting

Type Annual Meeting

For

holders
as February 28, 2018

of:

Date: April

27,
Time: 1:00 p.m., ET
2018

Location: McCamly Plaza
Hotel

50 Capital Avenue SW
Battle Creek, MI 49017

You must register if you
wish to attend the annual
meeting. Information is
available in the Proxy
Statement.

Listen to live webcast on
<http://investor.kelloggs.com>.

POST OFFICE BOX 3599
ONE KELLOGG SQUARE
BATTLE CREEK, MI 49016-3599

You are receiving this
communication because you
hold shares in the company
named above.

This is not a ballot. You
cannot use this notice to vote
these shares. This
communication presents only
an overview of the more
complete proxy materials
that are available to you on
the Internet. You may view
the proxy materials online at
www.proxyvote.com or
easily request a paper copy
(see reverse side).

We encourage you to access
and review all of the
important information
contained in the proxy
materials before voting.

See the reverse side of this
notice to obtain proxy
materials and voting
instructions.

— Before You Vote —

How to Access the Proxy Materials

Proxy Materials Available to VIEW or RECEIVE:

1. NOTICE AND PROXY STATEMENT
2. ANNUAL REPORT/10-K

How to View Online:

Have the information that is printed in the box marked by the arrowà (located on the following page) and visit: www.proxyvote.com.

How to Request and Receive a PAPER or E-MAIL Copy:

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

- 1) BY INTERNET: www.proxyvote.com
- 2) BY TELEPHONE: 1-800-579-1639
- 3) BY E-MAIL*: sendmaterial@proxyvote.com

* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrowà (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before April 13, 2018 to facilitate timely delivery.

— How To Vote —

Please Choose One of the Following Voting Methods

Vote In Person: Ballots will be available to shareowners attending the live meeting. To attend in person, go to the "Register for Meeting" link at www.proxyvote.com. Please check the meeting materials for any special requirements for meeting attendance. To obtain directions to the Annual Meeting, please contact Investor Relations at (269) 961-2800 or at investor.relations@kellogg.com. At the Annual Meeting you will need to request a ballot to vote these shares.

Vote By Internet: To vote now by Internet, go to www.proxyvote.com. Have the information that is printed in the box marked by the arrowà (located on the following page) available and follow the instructions.

Vote By Mail: You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

Shareholder Meeting Registration: To vote and/or attend the meeting, go to the "Register for Meeting" link at www.proxyvote.com.

Voting
Items

The Board of Directors recommends a vote FOR each of the nominees for director in Proposal 1.

1. Election of Directors (term expires 2021)

Nominees:

01) Carter Cast 03) Jim Jenness

02) Zachary Gund 04) Don Knauss

The Board of Directors recommends a vote FOR Proposals 2 and 3.

2. Advisory resolution to approve executive compensation.

3. Ratification of the appointment of PricewaterhouseCoopers LLP as Kellogg's independent registered public accounting firm for fiscal year 2018.

NOTE: Also includes authorization of the named proxies to vote in their discretion upon such other business as may properly come before the meeting or any adjournment or postponement thereof.