

About THIS REPORT

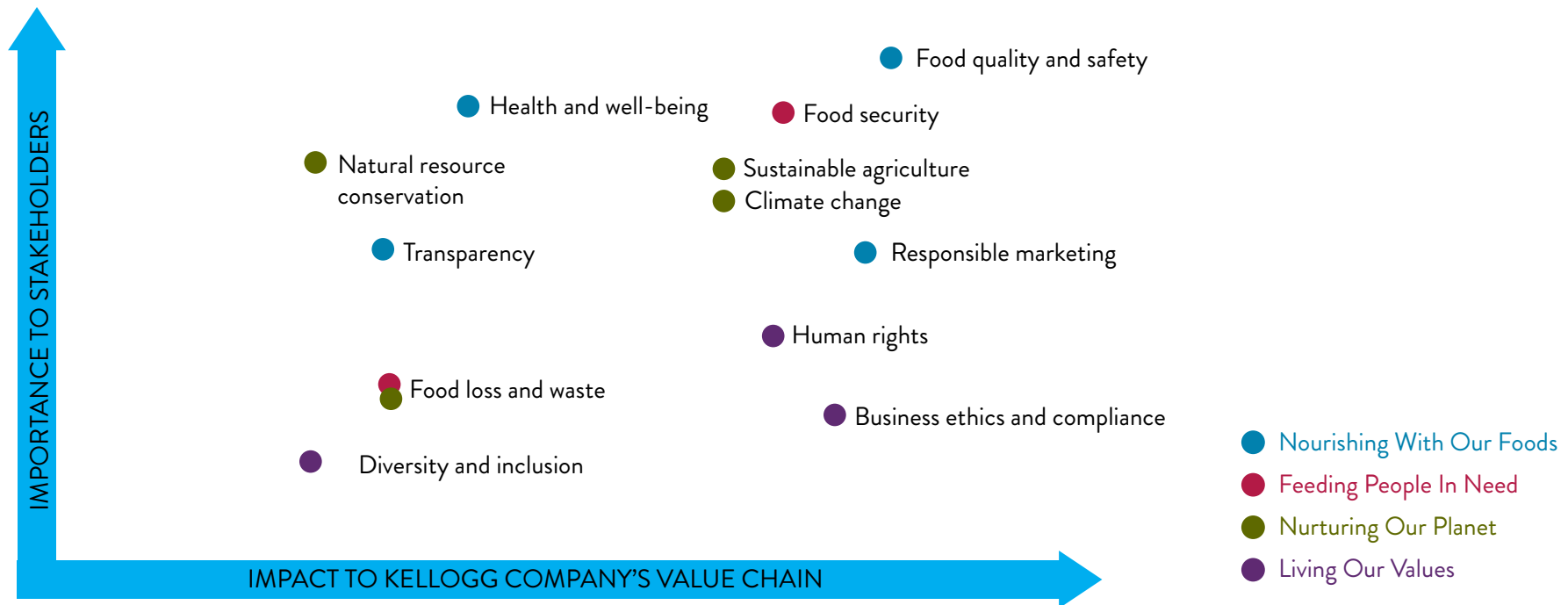
This report has been prepared using the [Global Reporting Initiative](#) (GRI) Standards and Food Processing Sector Standards introduced in October 2016. It has also been informed by the Provisional Standards of the Sustainability Account Standards Board (SASB), which have also been addressed in our [Proxy Statement](#). We are reporting in accordance with the GRI “Core” option. We also included additional information that addresses some “Comprehensive” reporting disclosures. While the Report primarily covers calendar year 2017, it also includes developments from early 2018. Our most recent, full GRI-based Report was published in 2017. We intend to continue providing an annual Report and Index. We welcome your feedback and questions at corporateresponsibility@kellogg.com.

MATERIALITY

A team of senior leaders at Kellogg, with input from internal and external stakeholders, used a materiality assessment process to understand our current and potential social, ethical, environmental and economic impacts. This information shapes our corporate responsibility strategy and informs our financial reporting and disclosures. To determine materiality, we focused on those topics that:

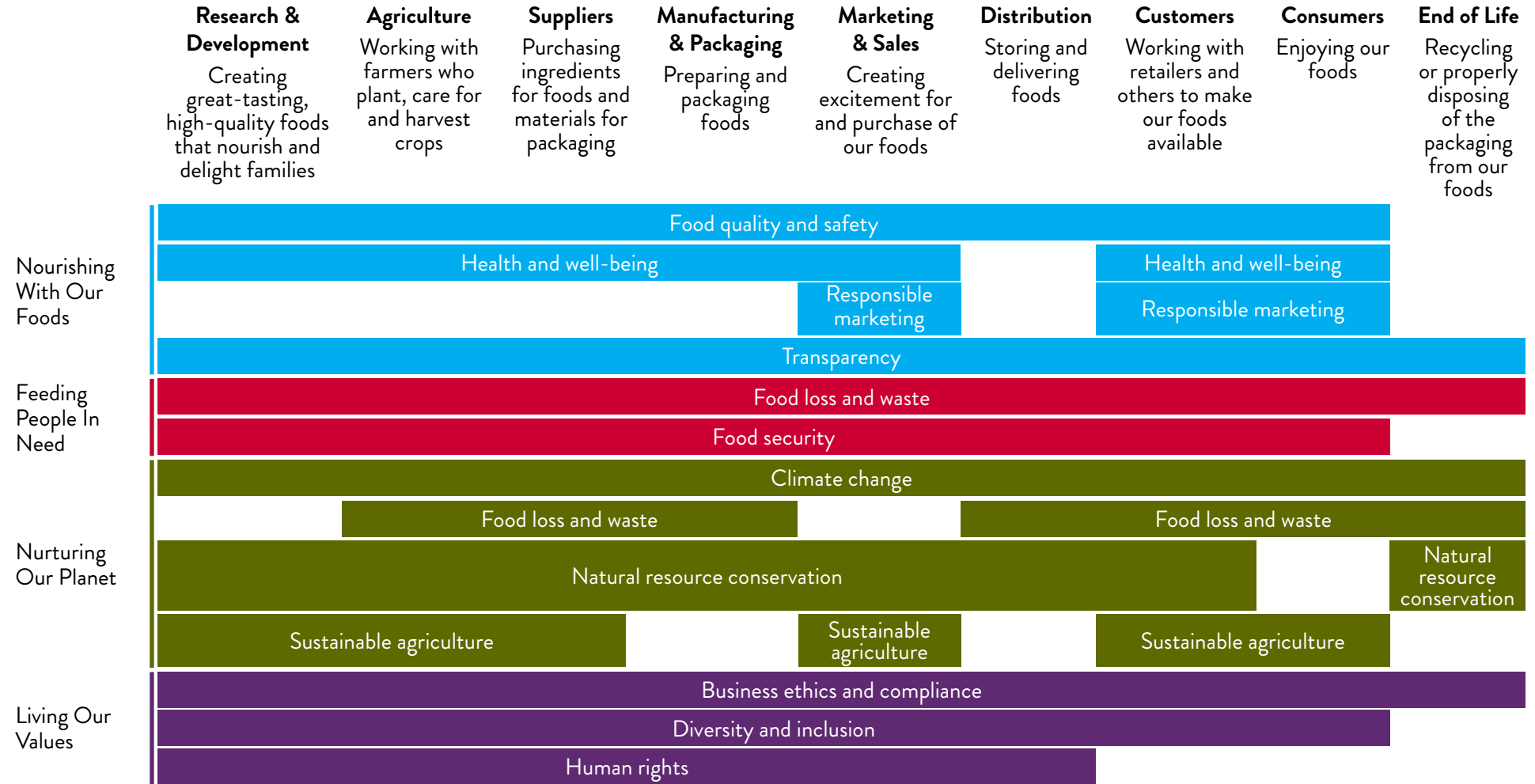
- Align with the company’s vision, purpose, strategy, brand portfolio and geographic footprint;
- Intersect multiple areas of the company’s value chain that we can impact; and,
- Affect consumers, customers, colleagues, communities, regulatory agencies or other stakeholders in regions where we operate and source.

These material topics serve as the foundation of the four sections of our Corporate Responsibility Report.



About THIS REPORT CONTINUED

OUR VALUE CHAIN | We have also evaluated the boundaries of these material topics, identifying where the impacts of each occur in our value chain.



Our GRI index provides additional information on economic, environmental and social topics, as well as topics specific to the food processing sector.

