



(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 28, 2017

KELLOGG COMPANY

Meeting Information  
Meeting  
Type Annual Meeting  
For  
holders  
as March 1, 2017  
of:  
Date: April  
28,  
2017 Time: 1:00 p.m., ET  
Location: McCamly Plaza  
Hotel  
50 Capital Avenue SW  
Battle Creek, MI 49017  
New for the 2017 Annual  
Meeting, you must register to  
attend the meeting in person;  
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](http://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.

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— 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](http://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](http://www.proxyvote.com)
- 2) BY TELEPHONE: 1-800-579-1639
- 3) BY E-MAIL\*: [sendmaterial@proxyvote.com](mailto: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 14, 2017 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 request an attendance ticket, go to the "Register for Meeting" link at [www.proxyvote.com](http://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](mailto: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](http://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](http://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 2020)

Nominees:

01) John Bryant 03) Richard Dreiling

02) Stephanie Burns 04) La June Montgomery Tabron

The Board of Directors recommends a vote FOR Proposals 2, 4 and 5.

2. Advisory resolution to approve executive compensation.

4. Ratification of the appointment of PricewaterhouseCoopers LLP as Kellogg's independent registered public accounting firm for fiscal year 2017.

5. Approval of the Kellogg Company 2017 Long-Term Incentive Plan.

The Board of Directors recommends a vote of 1 YEAR on Proposal 3.

3. Advisory vote on the frequency of holding an advisory vote on executive compensation.

The Board of Directors recommends a vote AGAINST Proposal 6.

6. Shareowner proposal, if properly presented at the meeting, to amend proxy access.

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.