

Kellogg's Commitments to the EU Code of Conduct for Responsible Business & Marketing Practices

I. Introduction:

As a leading global food company, Kellogg and our people are addressing the interconnected issues of health, food security and climate across our value chain to ensure we're providing foods that deliver holistic wellbeing for people and our planet, in an accessible way.

Within the framework of the EU Code of Conduct, we are making the following commitments:

Aspirational objective of the EU Code of Conduct	Healthy, balanced and sustainable diets for all European consumers		A climate neutral food chain in Europe by 2050
Kellogg Commitment	100% of our children's cereals will be Nutri-Score A or B by the end of 2022 for our EU portfolio	More than 90% of the breakfast cereals in our EU portfolio will be a source of or high in fibre by the end of 2023	45% absolute reduction in Scope 1&2 GHG emissions globally by the end of 2030

Beyond the EU Code of Conduct, Kellogg has made company commitments in other areas. Further details on these commitments are available at [Kellogg Company | The Official Corporate Home Page of Kellogg's](#) |.

To achieve our objectives, we will also continue to forge partnerships – with our colleagues, supplier partners, customers, government leaders, NGOs, people who enjoy our foods and others – to improve lives and the planet we all share.

II. Rationale for the selection of commitments:

To determine those items material to our corporate responsibility strategy, a team of senior leaders, with input from internal and external stakeholders, undertook a materiality assessment process to thoroughly understand the company's current and potential environmental, social, governance, ethical and economic impacts. In identifying our material topics, the team focused on those that:

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

Although there are a myriad of important issues facing society today, we focus on the intersection of those that are most material to our business and where we can have the greatest impact given the reach of our operations, supply chain and value chain.

In 2018, we conducted a comprehensive mapping exercise to carefully evaluate this intersection against all 17 U.N. Sustainable Development Goals (SDGs). As a result, we've expanded our materiality matrix across our value chain and indicated six "Priority SDGs" most aligned with our work. We also contribute to the remaining 11 SDGs that are important to our business and that we impact. Those listed as Priority are where we concentrate our corporate responsibility efforts. Each year, we review our material topics and update them as appropriate.

MATERIAL TOPICS	OUR VALUE CHAIN									SUSTAINABLE DEVELOPMENT GOALS	
	Research & Development	Agriculture	Suppliers	Manufacturing & Packaging	Marketing & Sales	Distribution	Customers	Consumers	End of Life	Priority SDGs	Additional Material SDGs
Nourishing with our foods											
Food Quality & Safety	●	●	●	●	●	●	●	●	●	2, 3, 12, 13, 17	3, 14
Responsible Marketing	●				●		●	●	●	8, 12, 17	3, 14
Wellbeing (Physical, Emotional and Societal)	●	●	●	●	●		●	●	●	2, 3, 5, 8, 10, 13, 17	1, 2, 3
Feeding People in Need											
Food Security	●	●	●	●	●	●	●	●	●	2, 3, 5, 8, 10, 13, 17	3, 14, 15
Nurturing our Planet											
Climate Change	●	●	●	●	●	●	●	●	●	2, 7, 13, 14, 15, 17	1, 2, 7, 9, 13
Food Loss and Waste	●	●	●	●	●	●	●	●	●	2, 3, 12, 13, 14, 17	14
Natural Resource Conservation	●	●	●	●	●	●			●	2, 3, 6, 13, 17	6, 12, 14, 15
Sustainable Agriculture	●	●	●		●		●			2, 3, 5, 8, 10, 13, 17	1, 2, 4, 12, 14
Living our Founder's Values											
Business Ethics & Compliance	●	●	●	●	●	●	●	●	●	2, 3, 5, 8, 10, 12, 13, 17	3, 4, 8, 10, 12, 14, 15, 17
Diversity & Inclusion	●	●	●	●	●	●	●			5, 8, 10, 17	5, 8, 10
Human Rights	●	●	●	●	●	●				2, 3, 5, 8, 10, 17	3, 4, 5, 8, 10, 17

In addition, to inform our sustainable sourcing strategy, we consulted a diverse set of 17 external organisations representing private and public sector expertise in conservation, human rights, agricultural development, resilience, consumer advocacy, and corporate leadership in sustainable development. These consultations helped us identify the key material issues we should address. The need for urgent climate action came on top, as identified by 75% of stakeholders. The importance of climate change, as well as physical, emotional and societal wellbeing was confirmed also in our full materiality matrix above.

III. Kellogg's commitments in detail:

Commitment	Indicators/KPIs	Baseline	Existing or new commitment	Motivation for targets
Healthy, balanced and sustainable diets for all European consumers				
<p>100% of our children's cereals will be Nutri-Score A or B by the end of 2022 for our EU portfolio</p>	<p>Percentage of children's cereal recipes in our EU portfolio that are Nutri-Score A or B</p>	<p>N/A</p>	<p>Existing</p>	<p>The commitment is part of Kellogg Europe's Wellbeing Manifesto for Europe.</p> <p>Kellogg continues to invest in research and development – including innovation and reformulation – to improve the nutritional quality of our foods. Our global teams assess existing use of key ingredients and nutrients within foods and regions. These teams then partner with regional team members to develop a prioritised plan, delivering category-leading plant-based options, like, for example lower sugar choices in kids' ready-to-eat cereals.</p> <p>Because consumers and their preferences are at the heart of all that we do, we spend a lot of time working with them, testing and learning about how important reformulations like these impact their preferences.</p> <p>Our overarching Wellbeing strategy was informed through soliciting commentary by prestigious experts such as Oxford University, United Nations partner organizations, World Business Council for Sustainable Development and others.</p> <p><i>Further details:</i></p> <p>Kellogg Company Wellbeing Milestones 2019</p> <p>Kellogg Europe Wellbeing Manifesto 2021</p>

Commitment	Indicators/KPIs	Baseline	Existing or new commitment	Motivation for targets
<p>More than 90% of the breakfast cereals in our EU portfolio will be a source of or high in fibre by the end of 2023</p>	<p>Percentage of breakfast cereal recipes in our EU portfolio that are a source of or high in fibre as defined under EU Reg. 1924/2006</p>	<p>N/A</p>	<p>Existing</p>	<p>The commitment is part of Kellogg Europe’s Wellbeing Manifesto for Europe, aiming to further improve our foods so that they are better for people, the community and the planet.</p> <p>To support physical wellbeing, we’re crafting foods that include nutrients of need, address hidden hunger or malnutrition, and support a healthy gut microbiome. We know that eating a high-fibre breakfast cereal each day can have a positive impact on the gut microbiome of healthy adults and we are committed to helping consumers increase the fibre in their diets through foods they already eat and enjoy.</p> <p>As a company, we have made strategic investment choices, along with structural and process changes, to further our commitment to physical wellbeing. We frequently conduct thorough global, regional, local and segment-specific assessments of our foods and brands to ensure we reflect the needs and wants of consumers. These ambitions reflect public health needs and scientific understanding.</p> <p>Our overarching Wellbeing strategy was informed through soliciting commentary by prestigious experts such as Oxford University, United Nations partner organizations, World Business Council for Sustainable Development and others.</p> <p><i>Further details:</i></p> <p>Kellogg Company Wellbeing Milestones 2019</p> <p>Kellogg Europe Wellbeing Manifesto 2021</p>

Commitment	Indicators/KPIs	Baseline	Existing or new commitment	Motivation for targets
A climate neutral food chain in Europe by 2050				
45% absolute reduction in Scope 1&2 GHG emissions globally by the end of 2030	Absolute % CO2e reduction globally; measured and aligned to the WBCSD GHG Protocol and third-party verified annually	2015	Existing	<p>In 2015, Kellogg committed to Science-Based Targets to deliver a Scope 1 and 2 target of 65% reduction in GHG emissions by the end of 2050. This decision was based on an assessment using three independent methodologies – the Intergovernmental Panel on Climate Change, Sectoral Decarbonization Approach, and the 3% Solution. By working with multiple methodologies, Kellogg Company was able to address the gaps in each tool and adapt it to the unique product mix, footprint and scale of Kellogg.</p> <p>Our Kellogg’s® Better Days commitment of 45% absolute reduction in Scope 1 & 2 GHG emissions by the end of 2030 is the next step in our journey to reach our Science-Based Targets.</p> <p><i>Further details:</i></p> <p>Kellogg Company Climate Policy Context and Methodology 2015 and Verification</p>

For more information about Kellogg’s Better Days commitments, see [Kellogg Company CR Report - Corporate Responsibility](#).