Appendix 1

Reconciliation of Kellogg-Defined Cash Flow to GAAP Cash Flow [(a)]

(unaudited)	Year-to-date period ended September 28, 2013	Year-to-date period ended September 29, 2012
Operating activities		
Net income	**$989**	$993
Adjustments to reconcile net income to operating cash flows:		
Depreciation and amortization	**340**	302
Postretirement benefit plan expense (benefit)	**(10)**	(14)
Deferred income taxes	**(27)**	(20)
Other	**73**	(29)
Postretirement benefit plan contributions	**(42)**	(43)
Changes in operating assets and liabilities, net of acquisitions	**66**	186
Net cash provided by (used in) operating activities	**1,389**	1,375
Less:		
Additions to properties	**(363)**	(262)
Cash flow	**$1,026**	$1,113

a) Cash flow is defined as net cash provided by operating activities less capital expenditures. The Company uses this non-GAAP financial measure to focus management and investors on the amount of cash available for debt repayment, dividend distributions, acquisition opportunities and share repurchase.

Appendix 2a

Q3: Analysis of Net Sales and Operating Profit Performance

Third Quarter of 2013 versus 2012

(dollars in millions)	U.S. Morning Foods	U.S. Snacks	U.S. Specialty	North America Other	North America	Europe	Latin America	Asia Pacific	Corp-orate	Consoli-dated
2013 net sales	**$ 883**	**$ 886**	**$ 281**	**$ 382**	**$ 2,432**	**$ 729**	**$ 302**	**$ 253**	**$ -**	**$ 3,716**
2012 net sales	**$ 903**	**$ 908**	**$ 264**	**$ 388**	**$ 2,463**	**$ 685**	**$ 292**	**$ 280**	**$ -**	**$ 3,720**
% change - 2013 vs. 2012:										
As Reported	**-2.2%**	**-2.5%**	**6.2%**	**-1.5%**	**-1.3%**	**6.4%**	**3.4%**	**-9.4%**	**-**	**-.1%**
Acquisitions/Divestitures	-%	.8%	-%	-%	.3%	-%	-%	-1.4%	-	-%
Integration impact (a)	-%	-%	-%	-%	-%	-%	-%	-.6%	-	-%
Foreign currency impact	-%	-%	-%	-1.8%	-.3%	3.1%	-3.3%	-10.3%	-	-.6%
Subtotal - internal business (b)	**-2.2%**	**-3.3%**	**6.2%**	**.3%**	**-1.3%**	**3.3%**	**6.7%**	**2.9%**	**-%**	**.5%**
Volume (tonnage) (c)					*-1.7%*	*2.7%*	*1.5%*	*2.2%*	*-*	*-.3%*
Pricing/mix					*.4%*	*.6%*	*5.2%*	*.7%*	*-*	*.8%*

(dollars in millions)	U.S. Morning Foods	U.S. Snacks	U.S. Specialty	North America Other	North America	Europe	Latin America	Asia Pacific	Corp-orate	Consoli-dated
2013 operating profit	**$ 132**	**$ 105**	**$ 70**	**$ 70**	**$ 377**	**$ 74**	**$ 39**	**$ 25**	**$ (11)**	**$ 504**
2012 operating profit	**$ 134**	**$ 117**	**$ 62**	**$ 67**	**$ 380**	**$ 76**	**$ 36**	**$ 29**	**$ (8)**	**$ 513**
% change - 2013 vs. 2012:										
As Reported	**-1.7%**	**-10.3%**	**11.9%**	**6.7%**	**-.7%**	**-3.1%**	**8.4%**	**-15.1%**	**-28.9%**	**-1.7%**
Acquisitions/Divestitures	-%	1.3%	-%	-%	.4%	-%	-%	.2%	-%	.3%
Integration impact (a)	-%	5.3%	-%	-.3%	1.8%	-.1%	-%	-5.3%	67.9%	1.5%
Foreign currency impact	-%	-%	-%	-2.5%	-.4%	.8%	-6.0%	-9.9%	3.0%	-1.1%
Internal business (b)	**-1.7%**	**-16.9%**	**11.9%**	**9.5%**	**-2.5%**	**-3.8%**	**14.4%**	**-.1%**	**-99.8%**	**-2.4%**
Mark-to-market (d)	-%	-%	-%	-%	-%	-%	-%	-%	21.3%	.2%
Project K (e)	-3.7%	-1.0%	-.6%	-.4%	-1.8%	-%	-9.5%	-2.4%	-119.9%	-3.2%
Underlying internal (f)	**2.0%**	**-15.9%**	**12.5%**	**9.9%**	**-.7%**	**-3.8%**	**23.9%**	**2.3%**	**-1.2%**	**.6%**

Appendix 2a continued on next slide.

Appendix 2a, continued

a) Includes impact of integration costs associated with the Pringles acquisition.

b) Internal net sales and operating profit growth for 2013 exclude the impact of acquisitions, divestitures, integration costs and the impact of foreign currency translation. Internal net sales and operating profit growth are non-GAAP financial measures which are reconciled to the directly comparable measures in accordance with U.S. GAAP within these tables.

c) We measure the volume impact (tonnage) on revenues based on the stated weight of our product shipments.

d) Includes mark-to-market adjustments for pension plans and commodity contracts as reflected in cost of goods sold. During the third quarter of 2013 and 2012, there were no pension mark-to-market adjustments recorded in earnings. Mark-to-market adjustments for commodities reflect the changes in the fair value of contracts for the difference between contract and market prices for the underlying commodities. The resulting gains/losses are recognized in the quarter they occur.

e) Costs incurred related to execution of Project K, a global four-year efficiency and effectiveness program. The focus of the program will be to strengthen existing businesses in core markets, increase growth in developing and emerging markets, and drive an increased level of value-added innovation. The program is expected to provide a number of benefits, including an optimized supply chain infrastructure, the implementation of global business services, and a new global focus on categories.

f) Underlying internal operating profit growth excludes the impact of foreign currency translation, pension plans and commodity contracts mark-to-market adjustments, Project K costs and, if applicable, acquisitions, dispositions, and integration costs associated with the acquisition of Pringles. The Company believes the use of this non-GAAP measure provides increased transparency and assists in understanding underlying operating performance. This non-GAAP measure is reconciled to the directly comparable measure in accordance with U.S. GAAP within this table.

Appendix 2b

YTD: Analysis of Net Sales and Operating Profit Performance

Year-to-date 2013 versus 2012

(dollars in millions)	U.S. Morning Foods	U.S. Snacks	U.S. Specialty	North America Other	North America	Europe	Latin America	Asia Pacific	Corp-orate	Consoli-dated
2013 net sales	**$ 2,657**	**$ 2,704**	**$ 932**	**$ 1,173**	**$ 7,466**	**$ 2,144**	**$ 914**	**$ 767**	**$ -**	**$ 11,291**
2012 net sales	**$ 2,692**	**$ 2,544**	**$ 864**	**$ 1,125**	**$ 7,225**	**$ 1,836**	**$ 836**	**$ 737**	**$ -**	**$ 10,634**
% change - 2013 vs. 2012:										
As Reported	**-1.3%**	**6.3%**	**7.8%**	**4.3%**	**3.3%**	**16.8%**	**9.3%**	**4.1%**	**-**	**6.2%**
Acquisitions/Divestitures (a)	-%	9.1%	4.0%	1.7%	3.9%	14.2%	4.9%	9.4%	-	6.1%
Integration impact (b)	-%	-%	-%	-.1%	-%	-%	-%	-.5%	-	-%
Foreign currency impact	-%	-%	-%	-1.1%	-.2%	.7%	-2.0%	-7.3%	-	-.6%
Subtotal - internal business (c)	**-1.3%**	**-2.8%**	**3.8%**	**3.8%**	**-.4%**	**1.9%**	**6.4%**	**2.5%**	**-%**	**.7%**
Volume (tonnage) (d)					*-.8%*	*.5%*	*-.4%*	*5.1%*	*-*	*-.2%*
Pricing/mix					*.4%*	*1.4%*	*6.8%*	*-2.6%*	*-*	*.9%*

(dollars in millions)	U.S. Morning Foods	U.S. Snacks	U.S. Specialty	North America Other	North America	Europe	Latin America	Asia Pacific	Corp-orate	Consoli-dated
2013 operating profit	**$ 475**	**$ 341**	**$ 210**	**$ 223**	**$ 1,249**	**$ 220**	**$ 129**	**$ 63**	**$ (84)**	**$ 1,577**
2012 operating profit	**$ 465**	**$ 361**	**$ 189**	**$ 207**	**$ 1,221**	**$ 210**	**$ 135**	**$ 79**	**$ (87)**	**$ 1,559**
% change - 2013 vs. 2012:										
As Reported	**2.2%**	**-5.5%**	**11.1%**	**8.2%**	**2.3%**	**4.8%**	**-4.1%**	**-20.4%**	**1.5%**	**1.1%**
Acquisitions/Divestitures (a)	-%	9.5%	4.1%	1.5%	3.7%	8.0%	5.0%	6.7%	-4.3%	4.5%
Integration impact (b)	-%	-.8%	-%	-.6%	-.3%	-1.6%	-.2%	-10.3%	31.3%	.2%
Foreign currency impact	-%	-%	-%	-1.5%	-.2%	-.8%	-7.7%	-7.2%	-.9%	-1.3%
Internal business (c)	**2.2%**	**-14.2%**	**7.0%**	**8.8%**	**-.9%**	**-.8%**	**-1.2%**	**-9.6%**	**-24.6%**	**-2.3%**
Mark-to-market (e)	-%	-%	-%	-%	-%	-%	-%	-%	-14.7%	-.5%
Project K (f)	-1.1%	-.4%	-.2%	-.1%	-.6%	-%	-2.5%	-.9%	-9.8%	-1.1%
Underlying internal (g)	**3.3%**	**-13.8%**	**7.2%**	**8.9%**	**-.3%**	**-.8%**	**1.3%**	**-8.7%**	**-.1%**	**-.7%**

Appendix 2b continued on next slide.

Appendix 2b, continued

a) Impact of results for the year-to-date periods ended September 28, 2013 and September 29, 2012 from the acquisition of Pringles and the divestiture of Navigable Foods.

b) Includes impact of integration costs associated with the Pringles acquisition.

c) Internal net sales and operating profit growth for 2013 exclude the impact of acquisitions, divestitures, integration costs and impact of foreign currency translation. Internal net sales and operating profit growth are non-GAAP financial measures which are reconciled to the directly comparable measures in accordance with U.S. GAAP within these tables.

d) We measure the volume impact (tonnage) on revenues based on the stated weight of our product shipments.

e) Includes mark-to-market adjustments for pension plans and commodity contracts as reflected in cost of goods sold. Actuarial gains/losses for pension plans are recognized in the year they occur. In 2012, asset returns exceeded expectations by $211 million but discount rates fell almost 100 basis points for pension plans resulting in an unfavorable mark-to-market adjustment recorded in earnings in the fourth quarter of 2012. A portion of the 2012 pension mark-to-market adjustment was capitalized as an inventoriable cost at the end of 2012. This amount has been recorded in earnings in the first quarter of 2013. During the third quarter of 2013 there were no pension mark-to-market adjustments recorded to earnings. In 2011, asset returns were lower than expected by $471 million and discount rates declined resulting in an unfavorable mark-to-market adjustment recorded in earnings in the fourth quarter of 2011. A portion of the 2011 pension mark-to-market adjustment was capitalized as an inventoriable cost at the end of 2011. This amount was recorded in earnings in the first quarter of 2012. During the third quarter of 2012, there were no pension mark-to-market adjustments recorded in earnings. Mark-to-market adjustments for commodities reflect the changes in the fair value of contracts for the difference between contract and market prices for the underlying commodities. The resulting gains/losses are recognized in the quarter they occur.

f) Costs incurred related to execution of Project K, a global four-year efficiency and effectiveness program. The focus of the program will be to strengthen existing businesses in core markets, increase growth in developing and emerging markets, and drive an increased level of value-added innovation. The program is expected to provide a number of benefits, including an optimized supply chain infrastructure, the implementation of global business services, and a new global focus on categories.

g) Underlying internal operating profit growth excludes the impact of foreign currency translation, pension plan and commodity contracts mark-to-market adjustments, Project K costs and, if applicable, acquisitions, dispositions, and integration costs associated with the acquisition of Pringles. The Company believes the use of this non-GAAP measure provides increased transparency and assists in understanding underlying operating performance. This non-GAAP measure is reconciled to the directly comparable measure in accordance with U.S. GAAP within this table.

Appendix 3a

Q3: Reconciliation of Non-GAAP Amounts – Reported Operating Profit to Comparable Operating Profit

Quarter ended September 28, 2013

(millions)	U.S. Morning Foods	U.S. Snacks	U.S. Specialty	North America Other	Europe	Latin America	Asia Pacific	Corporate	Kellogg Consolidated
Reported Operating Profit	**$ 132**	**$ 105**	**$ 70**	**$ 70**	**$ 74**	**$ 39**	**$ 25**	**$ (11)**	**$ 504**
Mark-to-market[(a)]	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**2**	**2**
Project K[(b)]	**(5)**	**(1)**	**(1)**	**-**	**-**	**(3)**	**(1)**	**(6)**	**(17)**
Underlying Operating Profit[(c)]	**$ 137**	**$ 106**	**$ 71**	**$ 70**	**$ 74**	**$ 42**	**$ 26**	**$ (7)**	**$ 519**
Pringles integration costs	**-**	**-**	**-**	**-**	**(7)**	**(1)**	**(3)**	**(1)**	**(12)**
Comparable Operating Profit[(d)]	**$ 137**	**$ 106**	**$ 71**	**$ 70**	**$ 81**	**$ 43**	**$ 29**	**$ (6)**	**$ 531**

Quarter ended September 29, 2012

(millions)	U.S. Morning Foods	U.S. Snacks	U.S. Specialty	North America Other	Europe	Latin America	Asia Pacific	Corporate	Kellogg Consolidated
Reported Operating Profit	$ 134	$ 117	$ 62	$ 67	$ 76	$ 36	$ 29	$ (8)	$ 513
Mark-to-market[(a)]	-	-	-	-	-	-	-	-	-
Project K[(b)]	-	-	-	-	-	-	-	-	-
Underlying Operating Profit[(c)]	$ 134	$ 117	$ 62	$ 67	$ 76	$ 36	$ 29	$ (8)	$ 513
Pringles integration costs	-	(8)	-	-	(7)	-	-	(3)	(18)
Comparable Operating Profit[(d)]	$ 134	$ 125	$ 62	$ 67	$ 83	$ 36	$ 29	$ (5)	$ 531

Appendix 3a continued on next slide.

Appendix 3a, continued

(a) Includes mark-to-market adjustments for pension plans and commodity contracts as reflected in cost of goods sold. Mark-to-market adjustments for commodities reflect the changes in the fair value of contracts for the difference between contract and market prices for the underlying commodities. The resulting gains/losses are recognized in the quarter they occur. During the third quarter of 2013 and 2012, there were no pension mark-to-market adjustments recorded in earnings.

(b) Costs incurred related to execution of Project K, a global four-year efficiency and effectiveness program. The focus of the program will be to strengthen existing businesses in core markets, increase growth in developing and emerging markets, and drive an increased level of value-added innovation. The program is expected to provide a number of benefits, including an optimized supply chain infrastructure, the implementation of global business services, and a new global focus on categories.

(c) Underlying Operating Profit excludes the impact of pension plans and commodity contracts mark-to-market adjustments and Project K costs. The Company believes the use of this non-GAAP measure provides increased transparency and assists in understanding underlying operating performance. This non-GAAP measure is reconciled to the directly comparable measure in accordance with U.S. GAAP within this table. Underlying operating profit for the quarters ended September 28, 2013 and September 29, 2012 includes postretirement benefit plan expense (income) of ($2) million and ($4) million, respectively.

(d) Comparable Operating Profit is a non-GAAP measure that excludes the impact of mark-to-market adjustments on pension plans and commodity contracts, the impact of Project K costs, and the impact of integration costs related to the acquisition of the Pringles business.

Appendix 3b

YTD: Reconciliation of Non-GAAP Amounts – Reported Operating Profit to Comparable Operating Profit

Year-to-date period ended September 28, 2013

(millions)	U.S. Morning Foods	U.S. Snacks	U.S. Specialty	North America Other	Europe	Latin America	Asia Pacific	Corporate	Kellogg Consolidated
Reported Operating Profit	**$ 475**	**$ 341**	**$ 210**	**$ 223**	**$ 220**	**$ 129**	**$ 63**	**$ (84)**	**$ 1,577**
Mark-to-market[a]	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**(59)**	**(59)**
Project K[b]	**(5)**	**(1)**	**(1)**	**-**	**-**	**(3)**	**(1)**	**(6)**	**(17)**
Underlying Operating Profit[c]	**$ 480**	**$ 342**	**$ 211**	**$ 223**	**$ 220**	**$ 132**	**$ 64**	**$ (19)**	**$ 1,653**
Pringles integration costs	**-**	**(11)**	**-**	**(1)**	**(18)**	**(1)**	**(11)**	**(6)**	**(48)**
Comparable Operating Profit[d]	**$ 480**	**$ 353**	**$ 211**	**$ 224**	**$ 238**	**$ 133**	**$ 75**	**$ (13)**	**$ 1,701**

Year-to-date period ended September 29, 2012

(millions)	U.S. Morning Foods	U.S. Snacks	U.S. Specialty	North America Other	Europe	Latin America	Asia Pacific	Corporate	Kellogg Consolidated
Reported Operating Profit	$ 465	$ 361	$ 189	$ 207	$ 210	$ 135	$ 79	$ (87)	$ 1,559
Mark-to-market[a]	-	-	-	-	-	-	-	(50)	(50)
Project K[b]	-	-	-	-	-	-	-	-	-
Underlying Operating Profit[c]	$ 465	$ 361	$ 189	$ 207	$ 210	$ 135	$ 79	$ (37)	$ 1,609
Pringles integration costs	-	(9)	-	-	(14)	-	(1)	(30)	(54)
Comparable Operating Profit[d]	$ 465	$ 370	$ 189	$ 207	$ 224	$ 135	$ 80	$ (7)	$ 1,663

Appendix 3b continued on next slide.

Appendix 3b, continued

(a) Includes mark-to-market adjustments for pension plans and commodity contracts as reflected in cost of goods sold. Actuarial gains/losses for pension plans are recognized in the year they occur. In 2012, asset returns exceeded expectations by $211 million but discount rates fell almost 100 basis points for pension plans resulting in an unfavorable mark-to-market adjustment recorded in earnings in the fourth quarter of 2012. A portion of the 2012 pension mark-to-market adjustment was capitalized as an inventoriable cost at the end of 2012. This amount has been recorded in earnings in the first quarter of 2013. In 2011, asset returns were lower than expected by $471 million and discount rates declined resulting in an unfavorable mark-to-market adjustment recorded in earnings in the fourth quarter of 2011. A portion of the 2011 pension mark-to-market adjustment was capitalized as an inventoriable cost at the end of 2011. This amount was recorded in earnings in the first quarter of 2012. Mark-to-market adjustments for commodities reflect the changes in the fair value of contracts for the difference between contract and market prices for the underlying commodities. The resulting gains/losses are recognized in the quarter they occur.

(b) Costs incurred related to execution of Project K, a global four-year efficiency and effectiveness program. The focus of the program will be to strengthen existing businesses in core markets, increase growth in developing and emerging markets, and drive an increased level of value-added innovation. The program is expected to provide a number of benefits, including an optimized supply chain infrastructure, the implementation of global business services, and a new global focus on categories.

(c) Underlying Operating Profit excludes the impact pension plans and commodity contracts mark-to-market adjustments and Project K costs. The Company believes the use of this non-GAAP measure provides increased transparency and assists in understanding underlying operating performance. This non-GAAP measure is reconciled to the directly comparable measure in accordance with U.S. GAAP within this table. Underlying operating profit for the year-to-date periods ended September 28, 2013 and September 29, 2012 includes postretirement benefit plan expense (income) of ($10) million and ($14) million, respectively.

(d) Comparable Operating Profit is a non-GAAP measure that excludes the impact of mark-to-market adjustments on pension plans and commodity contracts, the impact of Project K costs and the impact of integration costs related to the acquisition of the Pringles business.

Appendix 4

Reconciliation of Non-GAAP Amounts – Reported EPS to Comparable EPS

	Quarter ended			Year-to-date period ended		
	September 28, 2013	September 29, 2012	*Change vs. prior year*	**September 28, 2013**	September 29, 2012	*Change vs. prior year*
Reported EPS	**$ 0.90**	$ 0.89	1.1%	**$ 2.70**	$ 2.77	-2.5%
Mark-to-market[a]	**-**	-	0.0%	**(0.12)**	(0.10)	-0.7%
Project K[b]	**(0.03)**	-	-3.4%	**(0.03)**	-	-1.1%
Underlying EPS[c]	**$ 0.93**	$ 0.89	4.5%	**$ 2.85**	$ 2.87	-0.7%
Pringles Integration costs (net of one-time benefits)	**(0.02)**	(0.04)	2.3%	**(0.09)**	(0.04)	-1.7%
Comparable EPS[d]	**$ 0.95**	$ 0.93	2.2%	**$ 2.94**	$ 2.91	1.0%

Appendix 4 continued on next slide.

Appendix 4, continued

(a) Includes mark-to-market adjustments for pension plans and commodity contracts as reflected in cost of goods sold. Actuarial gains/losses for pension plans are recognized in the year they occur. In 2012, asset returns exceeded expectations by $211 million but discount rates fell almost 100 basis points for pension plans resulting in an unfavorable mark-to-market adjustment recorded in earnings in the fourth quarter of 2012. A portion of the 2012 pension mark-to-market adjustment was capitalized as an inventoriable cost at the end of 2012. This amount has been recorded in earnings in the first quarter of 2013. During the second quarter of 2013 there were no pension mark-to-market adjustments recorded to earnings. In 2011, asset returns were lower than expected by $471 million and discount rates declined resulting in an unfavorable mark-to-market adjustment recorded in earnings in the fourth quarter of 2011. A portion of the 2011 pension mark-to-market adjustment was capitalized as an inventoriable cost at the end of 2011. This amount was recorded in earnings in the first quarter of 2012. During the second quarter of 2012, there were no pension mark-to-market adjustments recorded in earnings. Mark-to-market adjustments for commodities reflect the changes in the fair value of contracts for the difference between contract and market prices for the underlying commodities. The resulting gains/losses are recognized in the quarter they occur.

(b) Costs incurred related to execution of Project K, a global four-year efficiency and effectiveness program. The focus of the program will be to strengthen existing businesses in core markets, increase growth in developing and emerging markets, and drive an increased level of value-added innovation. The program is expected to provide a number of benefits, including an optimized supply chain infrastructure, the implementation of global business services, and a new global focus on categories.

(c) Underlying EPS is a non-GAAP measure that excludes the impact of pension and commodity mark-to-market adjustments and Project K costs.

(d) Comparable EPS is a non-GAAP measure that excludes the impact of mark-to-market adjustments on pension plans and commodity contracts, the impact of Project K costs, and the impact of integration costs net of one-time benefits related to the acquisition of the Pringles business. One-time benefits in the first quarter of 2012 consisted of a gain on transaction-related hedging. Second quarter 2012 net one-time benefits included foreign exchange and tax rate benefits which were partially offset by a loss on transaction-related hedging.

Appendix 5

Project K [a]

$ millions	Quarter ended September 28, 2013			Year-to-date period ended September 28, 2013		
	Cost of goods sold	Selling, general and administrative expense	Total	Cost of goods sold	Selling, general and administrative expense	Total
2013						
U.S. Morning Foods	$ 4	$ 1	$ 5	$ 4	$ 1	$ 5
U.S. Snacks	-	1	1	-	1	1
U.S. Specialty	-	1	1	-	1	1
Latin America	2	1	3	2	1	3
Asia Pacific	-	1	1	-	1	1
Corporate	-	6	6	-	6	6
Total	$ 6	$ 11	$ 17	$ 6	$ 11	$ 17

(a) Costs incurred related to execution of Project K, a global four-year efficiency and effectiveness program. The focus of the program will be to strengthen existing businesses in core markets, increase growth in developing and emerging markets, and drive an increased level of value-added innovation. The program is expected to provide a number of benefits, including an optimized supply chain infrastructure, the implementation of global business services, and a new global focus on categories.

Appendix 6

Reconciliation of Non-GAAP Amounts – Reported Operating Profit Growth to Underlying Reported Operating Profit Growth

	Quarter ended September 28, 2013	Year-to-date period ended September 28, 2013
Reported Operating Profit Growth	-1.7%	1.1%
Mark-to-market (a)	0.2%	-0.5%
Project K (b)	-3.2%	-1.1%
Underlying Reported Operating Profit Growth (c)	1.3%	2.7%

(a) Includes mark-to-market adjustments for pension plans and commodity contracts as reflected in cost of goods sold. Actuarial gains/losses for pension plans are recognized in the year they occur. In 2012, asset returns exceeded expectations by $211 million but discount rates fell almost 100 basis points for pension plans resulting in an unfavorable mark-to-market adjustment recorded in earnings in the fourth quarter of 2012. A portion of the 2012 pension mark-to-market adjustment was capitalized as an inventoriable cost at the end of 2012. This amount has been recorded in earnings in the first quarter of 2013. During the third quarter of 2013 there were no pension mark-to-market adjustments recorded to earnings. In 2011, asset returns were lower than expected by $471 million and discount rates declined resulting in an unfavorable mark-to-market adjustment recorded in earnings in the fourth quarter of 2011. A portion of the 2011 pension mark-to-market adjustment was capitalized as an inventoriable cost at the end of 2011. This amount was recorded in earnings in the first quarter of 2012. During the third quarter of 2012, there were no pension mark-to-market adjustments recorded in earnings. Mark-to-market adjustments for commodities reflect the changes in the fair value of contracts for the difference between contract and market prices for the underlying commodities. The resulting gains/losses are recognized in the quarter they occur.

(b) Costs incurred related to execution of Project K, a global four-year efficiency and effectiveness program. The focus of the program will be to strengthen existing businesses in core markets, increase growth in developing and emerging markets, and drive an increased level of value-added innovation. The program is expected to provide a number of benefits, including an optimized supply chain infrastructure, the implementation of global business services, and a new global focus on categories.

(c) Underlying reported operating profit growth is reconciled to the directly comparable measure in accordance with U.S. GAAP within this table.