

Accessibility Plan and Policies for Kellogg Canada Inc.

This 2014-2021 accessibility plan outlines the policies and actions that Kellogg Canada Inc. (“Kellogg”) will put in place to improve opportunities for people with disabilities.

Statement of Commitment

Kellogg is committed to treating all people in a way that allows them to maintain their dignity and independence. We believe in integration and equal opportunity. We are committed to meeting the needs of people with disabilities in a timely manner, and will do so by preventing and removing barriers to accessibility and meeting accessibility requirements under the Accessibility for Ontarians with Disabilities Act (the “Act”).

Accessible Emergency Information

Kellogg is committed to providing the customers and clients with publicly available emergency information in an accessible way upon request. We will also provide employees with disabilities with individualized emergency response information when necessary.

Training

Kellogg will provide training to employees on Ontario’s accessibility laws and on the Human Rights Code as it relates to people with disabilities. Training will be provided in a way that best suits the duties of employees.

Kellogg will take the following steps to ensure employees are provided with the training needed to meet Ontario’s accessible laws by **January 1, 2015**.

- During the first and second quarter of 2014, we will develop training materials and programs tailored for the individual needs and interests of our employees.
- During the third and fourth quarter of 2014, we will conduct training sessions for all employees to which the training relates.

Information and communications

Kellogg is committed to meeting the communication needs of people with disabilities. We will consult with people with disabilities to determine their information and communication needs.

Kellogg will take the following steps to make all new websites and content on those sites conform with WCAG 2.0, Level A by **January 1, 2014**.

- During the fourth quarter of 2013, Kellogg will conduct a comprehensive review of its existing websites to identify any issues of non-compliance with WCAG 2.0, Level A. To the extent that is reasonably practicable, any identified issues will be resolved on an ongoing basis.
- During this time, Kellogg will also set up a system for the review of all new or significantly refreshed websites, to ensure that any such sites created after January 1, 2014 are created in conformity with WCAG 2.0, Level A.

Kellogg currently accepts feedback from members of the public in writing, by email and over the phone. We also accept feedback from employees through our Ethics Alertline, which

accepts communications electronically and over the phone. Kellogg will enhance these feedback processes by taking the following steps by January 1, 2015.

- We will develop accessible methods for accepting more informal feedback from employees, as the Alertline is meant primarily for reporting more serious ethics concerns.
- During the training sessions for employees that we deliver in connection with the training requirements of the Act, we will communicate to all employees the methods for accepting feedback. We will also communicate that we are committed to developing individualized methods of communication upon request.

Kellogg will take the following steps to ensure that all publicly available information is made accessible upon request by **January 1, 2016**.

- We will post a notice on our website that communicates that we will make information accessible to the public upon request.
- We will develop a system for accepting and processing such requests, and we will include in our website notice the manner in which members of the public can submit requests for accessible information.

Kellogg will take the following steps to make all websites and content conform with WCAG 2.0, Level AA by **January 1, 2021**.

- By January 1, 2019, Kellogg will establish a committee to review its websites to identify any issues of non-compliance with WCAG 2.0, Level AA.
- Based on the results of that review, Kellogg will work to ensure that, by January 1, 2021, all of its sites, and any content published on those sites after January 1, 2012, conform with WCAG 2.0, Level AA, other than providing captions on live videos or audio descriptions of pre-recorded videos.

Employment

Kellogg is committed to fair and accessible employment practices. We will take the following steps to notify the public and staff that, when requested, we will accommodate people with disabilities during the recruitment and assessment processes and when people are hired.

- We will include a statement in all job postings conveying our commitment to accessible recruitment and hiring processes, and inviting individuals with accessibility concerns to communicate those concerns to us.
- We will include a similar statement in our written correspondence with job candidates during the recruitment and assessment process.
- At the time of hire, if applicable, we will communicate resources available for employees with disabilities.

Kellogg will take the following steps to develop and put in place a process for developing individual accommodation plans and return-to-work policies for employees that have been absent due to a disability.

- We will conduct a comprehensive review of our current practices, including a review of our Modified Work Arrangement Form and related processes.

- We will work with our external vendors, as needed, to establish a process for receiving and processing requests for modified work arrangements.
- We will consider all requests for modified work on a case-by-case basis, and together with the impacted employee, develop individualized plans pursuant to which tasks are adapted or reassigned as needed.
- We will provide training to managers, as needed, so that they understand how best to support employees who have disabilities.

We will take the following steps to ensure the accessibility needs of employees with disabilities are taken into account in connection with performance management, career development and redeployment processes.

- At present, many of our performance management and career development tools and resources are available online. We will review our current processes to determine whether other formats and tools are available for employees who may have difficulty accessing our online tools. We will also accommodate individual requests for accessible formats.
- We will communicate and promote the importance of focusing on achievement rather than ability or disability, and the retention and promotion of employees based on consistent, objective criteria.
- We will determine whether additional training resources are necessary for employees with disabilities to ensure that they have the same development opportunities as others.
- We will ensure that opportunities for transfer and promotion are provided in accessible formats.
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Kellogg will take the following steps to prevent and remove other accessibility barriers identified.

- We will conduct a comprehensive policy review during the fourth quarter of 2013 to identify areas where Kellogg policies can be modified to include concepts of accessibility.
- To the extent that policy and operational changes are warranted following the above review, we will put these changes into effect, and communicate any material changes to all employees.

For More Information

For more information on this accessibility plan, or to request accessible formats of this document, please contact Kellogg as follows:

Kellogg employees:

Please contact Kellogg's Human Resources department through myHR, by phone at 1-877-554-6947, or through myHR online at <https://myhr.kellogg.com>.

Kellogg customers, consumers, vendors and other members of the public:

Please contact Kellogg's Consumer Affairs department, by phone at 1-888-876-3750, by mail at Kellogg Canada Inc., 5350 Creekbank Rd., Mississauga, ON, L4W 5S1, or online at http://www.kelloggs.ca/en_CA/contact-us.html.