



March 15, 2013

To whom it may concern:

We hereby would like to share our experience with the work performed by London Consulting Group for the analysis of Kellogg's Commercial area which was carried out during an 8-week period with a detailed analysis for each of the positions, identifying the current situation within the organization and the opportunities for improvement.

The methodology used by the consulting firm considers key interviews with each of the positions as well as observation and support studies to validate in person the information gathered in the interviews.

For each of the positions we obtained the following information:

- Detailed information of the activities performed
- Volumetric analysis: quantity and frequency per activity
- Workloads and available time
- Percentage of use and validation vs. real record in time clock
- Determination of the activities that add and do not add value
- Quantification of the activities that are time optimizable
- Quantification of the activities that are duplicated in other positions.
- Quantification of the activities transferable to other lower level positions
- Distribution of time during the working day

With the clarity of the information obtained from the analysis we are able to carry out the appropriate actions to improve each of the identified opportunities, focusing on the specific issues necessary for each of the positions.

As a result of the analysis we have been able to quantify the potential economic benefits which surpass the investment made with a 5 to 1 return. Due to the above we highly recommend the firm London Consulting Group for perform these types of analysis projects.

Cordially,

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