KPSC Case No. 2014-00396 KIUC's First Set of Data Requests Dated January 29, 2015 Item No. 17 Attachment 135 Page 1 of 1

INTELLINES 3 (answell 2000) Huge: Base 62.2 47.3 62.4 62.5 64.5 64.2 64.5 <	KELLOGG CO. NYSE-K RECENT 60.19 P/E RATIO 15.1 (Trailing: 15.8) RELATIVE 0.89 DIV'D 3.3% VALUE PRICE 60.19 P/E RATIO 15.1 (Median: 17.0) P/E RATIO 0.89 DIV'D 3.3% VALUE																						
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20141.011.02.97.953.9520151.051.011.02.984.15Cal-QUARTERLY DIVIDENDS PAID BaFullvall "take some time." It hopes to speed up the recovery by increasing marketing spending and product innovation, as well as by repositioning its key brands to im- prove the health and wellness attributes of its cereal products.This stock doesn't stand out for the year ahead or the 3- to 5-year pull. We don't see any near-term catalyst to drive this issue higher. That said, in a volatile stock market, high-quality Kellogg shares (note the low Beta and high Price Stability rating) may appeal to risk-averse inves-							logg's	s man	agem	ent re	ecently	y note	d tha	t re-	able amount of debt to finance the								
20131.051.101.02.984.13Cal-QUARTERLY DIVIDENDS PAID B-aFull spending and product innovation, as well as by repositioning its key brands to im- prove the health and wellness attributes of its cereal products.year ahead or the 3- to 5-year pull. We don't see any near-term catalyst to drive this issue higher. That said, in a volatile stock market, high-quality Kellogg shares (note the low Beta and high Price Stability rating) may appeal to risk-averse inves-	2014	1.01	1.02	.97	.95	3.95			some time." It hopes to speed up														
endarMar.31Jun.30Sep.30Dec.31Year2010.375.375.405.4051.562011.405.405.43.431.672012.43.43.44.441.742014.44.44.441.742012.43.43.44.442013.44.44.44.742014.44.44.742012.43.43.44.44.44.74.45.45.74.46.43.44.44.44.74.44.44.74.45.45.74.45.74.46.74.47.74.74.74.74.74.74.74.74.74.74.74.75<							the	recov	ery	by iı	ncreas	ing 1	marke	eting	year ahead or the 3- to 5-year pull. We								
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2012 43 43 44 44 1.74 The sluggish cereal business has off- rating) may appeal to risk-averse inves-							prov	e the	healtl	n and					stock market, high-quality Kellogg shares								
	2012	.43	.43	.44	.44	1.74					l bus	siness	has	off-									
2014 AG AG AO Set some positive developments else- tors.	2013 2014	.44 .46	.44 .46	.46 .49	.46	1.80	set :	some	posi	tive	devel	opme	ents e	else-	tors.			-					
2014 .40 .40 .49 where. The company has seen recent William G. Ferguson October 24, 2014 (A) Based on diluted shares. Excludes non- Quarterly earnings may not sum to total due to reinvestment plan available. (C) Includes in- Company's Financial Strength A										-											er 24,		

(A) Based on diluted shares. Excludes non-cecurring gains (losses): '98, (\$0.12); '99, a change in the share count. Next earnings (\$0.67); '00, (\$0.16); '01, (\$0.14), '02, \$0.02; '12, (\$0.09); '13, \$1.17; '14 Q1-Q2, (\$0.02; '12, (\$0.09); '13, \$1.17; '14 Q1-Q2, (\$0.01). | paid mid-Mar, June, Sept., and Dec. ■ Divid * 2014 Value line Publishing LLC. All rights reserved. Factual material is obtained from sources believed to be reliable and is provided without warranties of any kind. THE PUBLISHER IS NOT RESPONSIBLE FOR ANY ERRORS OR OMISSIONS HEREIN. This publication is strictly for subscriber's own, non-commercial, internal use. No part of it may be reproduced, resold, stored or transmitted in any printed, electronic or other form, or used for generating or marketing any printed or electronic publication, service or product.

Company's Financial Strength	А							
Company's Financial Strength Stock's Price Stability	100							
Price Growth Persistence	45							
Earnings Predictability	100							
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