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KELLOGG'S STRIVES FOR 50:50 GENDER BALANCE BY 2025 IN THE UK

Kellogg's has committed to achieving 50:50 gender balance for manager and senior manager levels by 2025. As part of reaching this goal, the company will sign up to the LEAD Network pledge.

The cereal giant has committed to ensuring 50:50 gender representation at final shortlist for senior roles. Kellogg's will also build on its existing diversity and inclusion forums across Europe and introduce a female talent acceleration programme.

The company already has 44 per cent female representation at manager and senior manager levels in Europe. Further to this female representation at a leadership level in the business has increased from 39 per cent to 45 per cent since 2018.

This comes in addition to an already flexible working environment, which includes summer hours, flexible start times, flexi-days and home working options. Kellogg's Manchester headquarters also provides parents with a parental transition coaching programme and parental leave.

Chris Silcock, VP and chief of Kellogg's UK & Ireland business said: "We're stepping up our efforts to create an even more diverse workforce and inclusive culture in Kellogg's. That's why today we're committing to achieving 50:50 gender balance by 2025. We're delighted to partner with LEAD Network to make this a business priority.

"We need a workforce that reflects the diversity of our consumer base in the UK. To that end we'll continue investing in recruitment and new development programmes to help make this happen".

Commenting on the LEAD commitment, Sam Thomas-Berry, VP HR, Kellogg Europe added: "Our diversity numbers are good but we know we can do better which is why we are signing up to this initiative. We will be intentional about hitting our targets and we know the quality of our leadership bench will be better by being more diverse".

LEAD Network is global organisation that helps organisations create more sustainable value by leveraging the full talent pool. The vision is of a diverse workforce where both men and women are enabled to contribute their full potential and lead their organisations to the next level of value creation.

Kellogg Company's commitment to diversity can be traced back to the founder, W.K. Kellogg, who was a pioneer in employing women in the workplace and reaching across cultural boundaries. Throughout its more than 113-year history, the company has made significant strides toward being an inclusive employer of choice.

ENDS

For further press information, please contact Kellogg's press office on 0161 869 5293 / pressoffice@kellogg.com. Images of Chris Silcock and generic Kellogg's stock images available.