

Organic Net Sales Growth* 2014 - 2016

Fiscal Years

Total General Mills

	2014	2015	2016				
	Full Year	Full Year	Q1	Q2	Q3	Q4	Full Year
Organic Volume	(1%)	(2%)	1%	(1%)	(1%)	1%	0%
Organic Price/Mix	2%	2%	1%	0%	0%	0%	0%
Organic Net Sales Growth	1%	0%	2%	(1%)	(1%)	1%	0%
Foreign Currency Exchange	(1%)	(3%)	(5%)	(4%)	(4%)	(1%)	(4%)
Acquisitions and Divestitures	1%	0%	2%	(1%)	(3%)	(3%)	(1%)
53rd Week		1%	0%	0%	0%	(6%)	(1%)
Net Sales Growth	1%	(2%)	(1%)	(6%)	(8%)	(9%)	(6%)

U.S. Retail

	2014	2015	2016				
	Full Year	Full Year	Q1	Q2	Q3	Q4	Full Year
Organic Volume	0%	(3%)	(1%)	(1%)	(3%)	(3%)	(2%)
Organic Price/Mix	0%	0%	2%	(2%)	0%	1%	0%
Organic Net Sales Growth	0%	(3%)	1%	(3%)	(3%)	(2%)	(2%)
Foreign Currency Exchange	0%	0%	0%	0%	0%	0%	0%
Acquisitions and Divestitures	0%	1%	3%	(1%)	(4%)	(4%)	(2%)
53rd Week		1%	0%	0%	0%	(6%)	(1%)
Net Sales Growth	0%	(1%)	4%	(4%)	(7%)	(12%)	(5%)

International

	2014	2015	2016				
	Full Year	Full Year	Q1	Q2	Q3	Q4	Full Year
Organic Volume	(2%)	(1%)	4%	(2%)	2%	13%	4%
Organic Price/Mix	5%	6%	1%	5%	(3%)	(3%)	1%
Organic Net Sales Growth	3%	5%	5%	3%	(1%)	10%	5%
Foreign Currency Exchange	(4%)	(11%)	(16%)	(15%)	(13%)	(4%)	(13%)
Acquisitions and Divestitures	5%	0%	0%	0%	1%	(2%)	(1%)
53rd Week		1%	0%	0%	0%	(5%)	(1%)
Net Sales Growth	4%	(5%)	(11%)	(12%)	(13%)	(1%)	(10%)

Convenience Stores & Foodservice

	2014	2015	2016				
	Full Year	Full Year	Q1	Q2	Q3	Q4	Full Year
Organic Volume	(1%)	(1%)	1%	(3%)	0%	(2%)	(1%)
Organic Price/Mix	(1%)	3%	0%	(1%)	(2%)	0%	(1%)
Organic Net Sales Growth	(2%)	2%	1%	(4%)	(2%)	(2%)	(2%)
Foreign Currency Exchange	0%	0%	0%	0%	0%	0%	0%
Acquisitions and Divestitures	0%	0%	0%	0%	0%	0%	0%
53rd Week		2%	0%	0%	0%	(6%)	(2%)
Net Sales Growth	(2%)	4%	1%	(4%)	(2%)	(8%)	(4%)

*Organic net sales growth is defined as net sales growth excluding the impact of foreign currency exchange effects, acquisitions, divestitures, and the 53rd week of shipments, when applicable.