



SEÑOR NOTARIO:

Sírvase autorizar en el registro de Escrituras Públicas a su cargo, una de la que conste el Poder General que otorga Howard William Nicholson, por los derechos que representa de Kellogg Latin America Holding Company (One) Limited, de acuerdo con las declaraciones y cláusulas siguientes:

COMPARECIENTE: Interviene al otorgamiento y suscripción del presente poder general, Howard William Nicholson, nacional de England, de ocupación Senior Finance Director, con domicilio en The Old Dairy, Reddish Lane, Lymm, WA13 9RY.

PRIMERA: ANTECEDENTE.- La compañía Kellogg Latin America Holding Company (One) Limited es actualmente socia de la compañía de nacionalidad ecuatoriana "Kellogg Ecuador C. LTDA." (ECUAKELLOGG) y, de acuerdo con las disposiciones legales vigentes de la Ley de Compañías, específicamente la reforma expedida por la Asamblea Nacional, publicada en el Registro Oficial 591 del 15 de mayo de 2009, dispone la obligación de tener en la República del Ecuador un apoderado o representante.

SEGUNDA: MATERIA.- Con este antecedente, Howard William Nicholson, por los derechos que representa de Kellogg Latin America Holding Company (One) Limited, tiene a bien conferir poder general, amplio y suficiente cuanto en derecho se requiere en favor del Dr. Miguel Ángel Puente Asquet y de Verónica Elizabeth Meza Aguirre, para que puedan actuar de forma individual o conjunta a nombre y representación de Kellogg Latin America Holding Company (One) Limited, de conformidad con lo dispuesto en la antes mencionada Ley Reformatoria a la Ley de Compañías, así como en lo dispuesto en los artículos 2020 y siguientes del Código Civil ecuatoriano.

En el ejercicio del presente Poder General que otorga Kellogg Latin America Holding Company (One) Limited a favor del Dr. Miguel Ángel Puente Asquet y de Verónica Elizabeth Meza Aguirre, éstos podrá a nombre y representación de su representada, intervenir en todos los actos y negocios jurídicos, así como comparecer ante cualquier autoridad judicial o administrativa de la República del Ecuador, en defensa de los intereses del mandante, quien atendiendo a la importancia y/o cuantía de tales actos, para los

MISTER NOTARY:

Please authorize the registration in the Register of Public Deeds under your responsibility, one of which establishes the General Power of Attorney granted by Howard William Nicholson on behalf of Kellogg Latin America Holding Company (One) Limited, in accordance with the following statements and clauses:

THE APPEARING PARTY: Acting in the authorization and recording of this general power of attorney appears Howard William Nicholson, citizen of England, Senior Finance Director, residing at The Old Dairy, Reddish Lane, Lymm, WA13 9RY.

FIRST: PREAMBLE.- Kellogg Latin America Holding Company (One) Limited is a partner in the Ecuadorean company "Kellogg Ecuador. C. LTDA." (ECUAKELLOGG) and, in accordance with the existing provisions of the Companies Act, specifically the amendment passed by the National Assembly, which was published in the Official Registry 591 of May 15, 2009, it has the obligation to have an appointed agent or representative in the Republic of Ecuador.

SECOND: SUBJECT.- According to the Preamble, Howard William Nicholson, acting on behalf of Kellogg Latin America Holding Company (One) Limited hereby bestow a general power, broad and sufficient as required by law in favor of Dr. Miguel Ángel Puente Asquet and the Verónica Elizabeth Meza Aguirre, so they may act on behalf of and represent the rights of Kellogg Latin America Holding Company (One) Limited in accordance with the aforementioned law amending the Companies Act, and I accordance with the provisions of Article 2020 et seq. of the Civil Code of Ecuador.

In the exercise of this Power of Attorney granted by Kellogg Latin America Holding Company (One) Limited in favor of the Dr. Miguel Ángel Puente Asquet and Verónica Elizabeth Meza Aguirre, the appointees may act on the name and on behalf of the principal to intervene in all acts and legal matters, and appear before any judicial or administrative authority of the Republic of Ecuador defending the interests of the principal, depending upon the relevance of such matters and/or acts, the appointee is fully empowered to

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que queda plenamente facultada la mandataria, dará las instrucciones escritas, cuando lo estime pertinente. Si no da tales instrucciones, queda bien entendido que la mandataria o apoderada podrá actuar de acuerdo a su buen criterio y su leal saber y entender.

TERCERA: PLAZO.- El plazo del Poder es de un año. La Apoderada no podrá delegarlo a terceras personas.

Agregue usted, señor Notario, las demás formalidades de estilo para el perfeccionamiento y validez del presente instrumento.

KELLOGG LATIN AMERICA HOLDING
COMPANY (ONE) LIMITED

Executed as a Deed by Kellogg Latin America
Holding Company (One) Limited

Acting by a Director

In the presence of:

Signature of witness:
Name (In block capitals):
Address:

give written instructions on how to proceed when deemed appropriate. If no such instructions are given, it is well understood that the attorney in fact may act according to the best of his knowledge.

THIRD: TERM.- The term of this power of attorney is one year. This representation cannot be delegated to third parties.

You may add, Mr. Notary, other formalities for the refinement and manner to ensure the validity of this instrument.

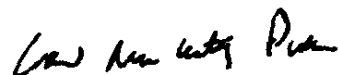
KELLOGG LATIN AMERICA HOLDING
COMPANY (ONE) LIMITED


Director - Howard William Nicholson

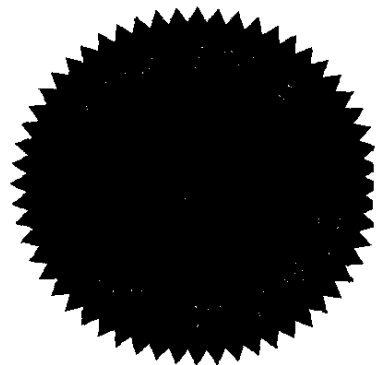

GILLIAN RICHARDSON
TALBOT ROAD
MANCHESTER
M16 0RU

I Colin Rowe of Pall Mall Court, 61-67 King Street, Manchester M2 4PD United Kingdom, a duly authorised notary public CERTIFY the authenticity of the signature of Howard William Nicholson affixed to this attached document.

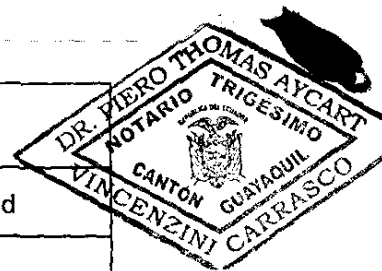
SIGNED and sealed at Manchester, United Kingdom on 2 December 2013


.....
Notary Public
England and Wales

protocol number 433.13



APOSTILLE (Convention de La Haye du 5 octobre 1961)	
1. Country: Pays/Pais	United Kingdom of Great Britain and Northern Ireland
This public document Le présent acte public / El presente documento público	
2. Has been signed by a été signé par ha sido firmado por	Colin Rowe
3. Acting in the capacity of agissant en qualité de quien actúa en calidad de	Notary Public
4. Bears the seal/stamp of est revêtu du sceau / timbre de y está revestido del sello / timbre de	The Said Notary Public
Certified Attesté / Certificado	
5. at à / en	London
6. the le / el día	03 December 2013
7. by par / por	Her Majesty's Principal Secretary of State for Foreign and Commonwealth Affairs
8. Number sous no / bajo el número	J867978
9. Seal / stamp: Sceau / timbre: Sello / timbre:	10. Signature: P. Forbes Signature: Firma: 



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If this document is to be used in a country which is not party to the Hague Convention of 5th October 1961, it should be presented to the consular section of the mission representing that country.

Dr. Piero Thomas Aycart Vincenzini Carrasco Notario Trigésimo del Cantón Guayaquil, de conformidad con el numeral 5 del artículo 18 de la Ley Notarial de DOY FE, que la fotocopia precedente conquesta de.....fojas, es igual al documento original Guayaquil,.....

07 FEB 2014

Notario Publico Vincenzini Carrasco
CANTON GUAYAQUIL