

Reconciliation of Segment Operating Profit

(\$ in Millions)

	Annual					
	<u>2012</u>	<u>2011</u>	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>
U.S. Retail	\$2,295	\$2,348	\$2,385	\$2,207	\$1,977	\$1,921
International	430	291	192	239	248	201
Bakeries & Foodservice	<u>287</u>	<u>306</u>	<u>263</u>	<u>178</u>	<u>170</u>	<u>151</u>
Segment Operating Profit	3,012	\$2,946	\$2,840	\$2,624	\$2,394	\$2,273
Unallocated Corporate Expense	348	184	203	342	144	175
Divestiture (Gain)	—	(17)	—	(85)	—	—
Restructuring, Impairment and Other Exit Costs	<u>102</u>	<u>4</u>	<u>31</u>	<u>42</u>	<u>21</u>	<u>39</u>
Operating Profit	\$2,562	\$2,774	\$2,606	\$2,325	\$2,229	\$2,059

Table Does Not Add Due to Rounding.



Reconciliation of Non-GAAP Diluted EPS to Diluted EPS

	Annual					
	2012	2011	2010	2009	2008	2007
Diluted EPS	\$2.35	\$2.70	\$2.24	\$1.90	\$1.85	\$1.59
Mark-to-market Effects*	.10	(.09)	.01	.11	(.05)	—
Acquisition Integration Costs	.01	—	—	—	—	—
Restructuring	.10	—	—	—	—	—
Uncertain Tax Item	—	(.13)	—	.08	(.04)	—
Insurance Settlement	—	—	—	(.04)	—	—
Gain on Divestitures	—	—	—	(.06)	—	—
Tax Charge – Health Care Reform	—	—	.05	—	—	—
Diluted EPS Excluding Certain Items Affecting Comparability	\$2.56	\$2.48	\$2.30	\$1.99	\$1.76	\$1.59

*Impact of Mark-to-market Valuation of Certain Commodity Positions.



Reconciliation of Net Sales Including Proportionate Share of Ongoing Joint Ventures

(\$ in Millions)

	<u>F12</u>
Consolidated Net Sales	\$16,658
Proportionate Share of Ongoing Joint Venture Net Sales	<u>1,287</u>
International Net Sales, Including Proportionate Share of Ongoing Joint Ventures	\$17,945

