

Factsheet The Magnum Ice Cream Company



TMICC at a glance

We are **The Magnum Ice Cream Company (TMICC)** – the world's largest pure-play ice cream business, with over 160 years of heritage and innovation.

Leading in a **€75bn Ice Cream global market**, our portfolio of iconic brands, enjoys deep consumer loyalty and cultural resonance.

We have a clear **strategy to accelerate organic growth and improve productivity**. The company expects to accelerate its organic sales growth through the number of ice cream occasions through market-making innovations, implement a competitive pricing strategy across all snacking price points, roll out premium brands internationally, drive dynamic, digital-led demand creation, and expand availability across channels.

Major Brands



Key figures 2024

Revenue

€7.9bn

Adjusted EBITDA

€1.3bn

Global Retail market share

21%

We are a global business

21%

Global retail market share¹

4 of the 5

Biggest ice cream brands globally are ours¹

~3m Cabinets

Largest global fleet of cabinets across four continents

Expanding teams, giving together

19,000 Colleagues

Worldwide

~2,000 new hires

Gearing ourselves up for more

40+ countries

Office & factory locations around the world

Heritage brands worldwide presence

160 years

Of heritage

80 countries

Selling our products

>100 brands

Including four iconic billion-euro brands (Magnum, Ben & Jerry's, Wall's, Cornetto)

Science and technology

12

RD&I centers across the world

1,000

Patent cases

45+

Years of pushing the boundaries in frozen innovation

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A multi-year financial framework geared to value creation

Above market growth

Average annual organic sales growth of 3-5% in the medium-term¹ from 2026

Consistent margin expansion

Average annual Adj. EBITDA margin improvement 40-60bps in the medium-term¹

Strong improving FCF

Free Cash Flow of €0.8bn – €1bn in 2028 and 2029

Adjusted ROIC

~20% (ahead of snacking average)

Investment grade leverage

2.0x – 2.5x Net Debt / Adj. EBITDA and Moody's: Baa2

Effective tax rate

~25-27%

Capital allocation

Balanced capital allocation focused on delivering organic growth, productivity and cash

Board of Directors



Jean-François van Boxmeer
Chair Designate



Peter ter Kulve
Chief Executive Officer & Executive Director



Abhijit Bhattacharya
Chief Financial Officer & Executive Director



Melissa Bethell
Non-Executive Director



Stefan Bomhard
Non-Executive Director



Stacey Cartwright
Non-Executive Director



Reginaldo Ecclissato
Non-Executive Director



Josh Frank
Non-Executive Director



René Hooft Graafland
Non-Executive Director



Anja Mutsaers
Non-Executive Director