

POLICY ON BILATERAL CONTACTS

Dated 8 December 2025

The Magnum Ice Cream Company N.V.

1 INTRODUCTION

This is the policy of The Magnum Ice Cream Company N.V. (the “**Company**”) regarding bilateral contacts with shareholders as required under best practice provision 4.2.2 of the Dutch Corporate Governance Code, dated 20 March 2025, as amended from time to time. This policy was adopted by the board of the Company (the “**Board**”) on 8 December 2025.

2 GENERAL

- 2.1 The Company is committed to maintaining an open and constructive dialogue with the investment community. The Company aims to keep its shareholders updated by informing them equally, simultaneously, clearly and accurately about the Company’s strategy, performance and other Company matters and developments that could be relevant to investors’ decisions.
- 2.2 The Company will act in accordance with applicable rules and regulations, including provisions on price-sensitive information, fair and non-selective disclosure and equal treatment of shareholders that are in the same position.
- 2.3 Information for shareholders will be made available on the Company’s website and/or via press releases.

3 CONTACTS WITH SHAREHOLDERS

- 3.1 Conversations with shareholders will primarily take place in general meetings. In addition to communicating with its shareholders at the annual general meeting and, as applicable, during extraordinary general meetings, the Company publishes annual reports, semi-annual reports and trading updates, elaborates on its financial results during (public) conference calls and it informs investors via its website and/or press releases.
- 3.2 Events and conference calls organised by the Company open to analysts and investors, and press conferences shall be announced in advance on the Company’s website. All analysts and investors are given the opportunity to follow the meetings in real time, by means of telephone or through the internet. Presentations given during these meetings – if any – shall be posted on the Company’s website. Such events, calls, press conferences and meetings will not take place for a prescribed period before the publication of annual and interim financial information.
- 3.3 Conversations with shareholders may also be held on a bilateral basis. The subject matter of bilateral communications ranges from responding to individual queries from shareholders to more elaborate discussions following Company disclosures, such as its annual and interim financial information. An individual shareholder who requests information outside a general meeting will need to demonstrate a sufficient and reasonable interest in order for the Company to provide such information. The Company must be able to (i) justify the unequal treatment of the other shareholders (i.e., that they are not being provided with this information) based on the corporate interest of the Company and (ii) ensure that the unequal treatment does not disproportionately affect the interests of the other shareholders.
- 3.4 The Company will determine at its sole discretion whether to accept invitations to engage in bilateral contacts with shareholders. The Company will take into serious consideration all reasonable requests from shareholders to enter into a bilateral conversation. The Board will take into account the interests of the Company and all stakeholders when deciding whether

to enter into a bilateral conversation. The initiative to enter into a conversation with a shareholder can also be taken by the Company.

- 3.5** The Company may request a shareholder to provide written information prior to a bilateral conversation taking place. This information may include the goal of the conversation, the matters to be discussed, the opinion of the shareholder on these matters, and information on the shareholder and its interest in the Company.
- 3.6** The Company is generally represented by an executive director during these interactions, occasionally supplemented by other members of senior management.
- 3.7** The Company is committed to adhering to its legal obligations relating to confidentiality and the disclosure of inside information and strives to only disclose publicly available information in bilateral contacts.
- 3.8** Bilateral meetings with shareholders will not be held during “closed periods”.

4 MISCELLANEOUS

Changes to the policy

- 4.1** The Board is authorised to adopt, revoke and amend this policy.
- 4.2** The Board retains the right to deviate from this policy.

Contact

- 4.3** For any requests for contact with the Company or any questions about this policy or in relation to the Company’s shares, its strategy, activities or financial results, please contact our Investor Relations department.