

# 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**. TMICC 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.

## Key figures 2025

Revenue (Euro)

**€7.9bn**

Adjusted EBITDA

**€1.3bn**

Global retail market share

**21%**

## Major Brands



**KWALITY WALL'S™**



**CARTÉ D'OR**



## We are a *global* business

**21%**

Global retail market share<sup>1</sup>

**4 of the 5**

Biggest ice cream brands globally are ours<sup>1</sup>

**~3m cabinets**

Largest Global Fleet of cabinets across four continents

## Expanding teams, *giving together*

**16,500 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 markets**

Selling our products

**>100 brands**

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

## Science and *technology*

**12**

RD&I centers across the world

**1,000**

Patent cases

**45+**

Years of pushing the boundaries in frozen innovation

## A multi-year financial framework geared to value creation

### Above market growth

Average annual organic sales growth of 3-5% in the medium-term<sup>1</sup> from 2026

### Consistent margin expansion

Average annual Adj. EBITDA margin improvement 40-60bps in the medium-term<sup>1</sup>

### 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**  
Board Chair



**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<sup>2</sup>



**Josh Frank**  
Non-Executive Director



**René Hooft Graafland**  
Non-Executive Director



**Anja Mutsaers**  
Non-Executive Director

Note: 1. Organic sales growth and Adj. EBITDA margin improvement plan does not apply to any individual year, but is an average over the medium-term

2. All Non-Executive Directors are independent except for Reginaldo Ecclissato

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