



THE
MAGNUM[®]
ICE CREAM  COMPANY

400+ brands worldwide



Demerger of Unilever's IC



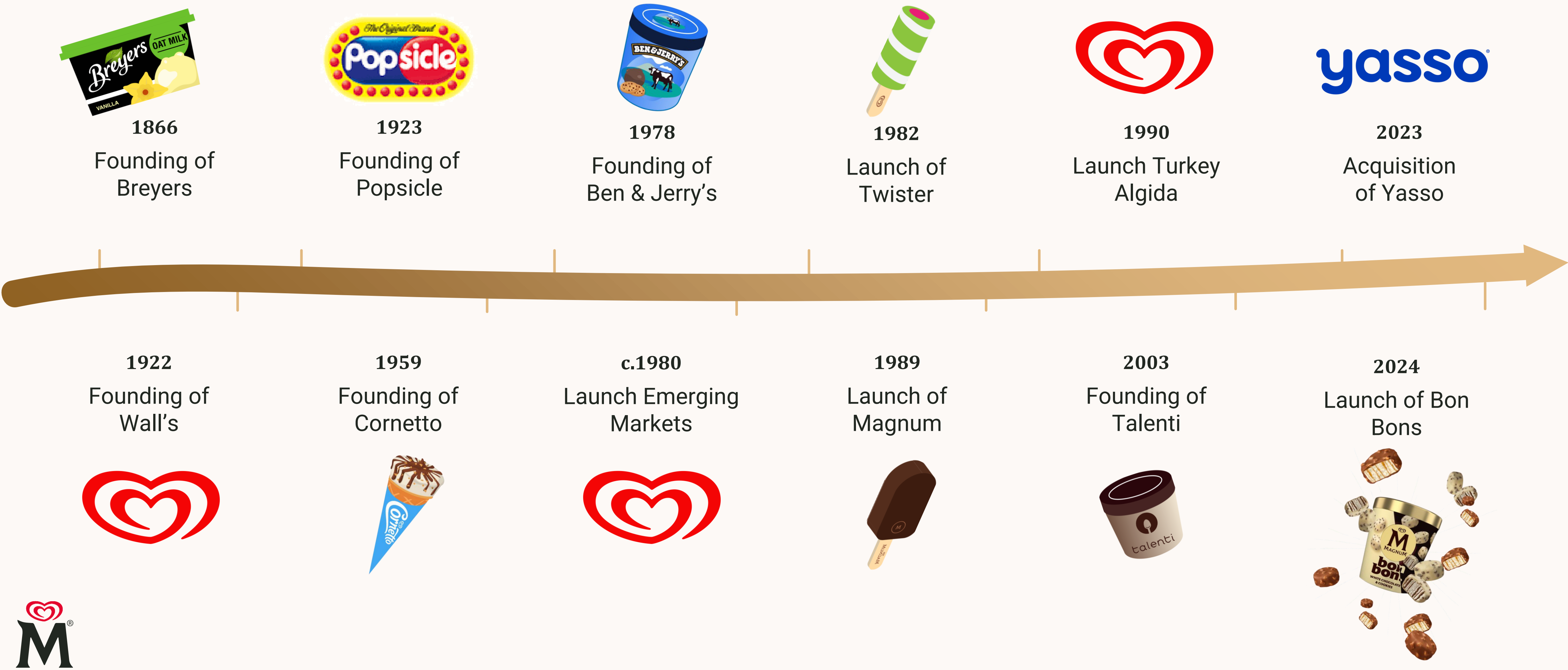
ORGANISATIONAL CHANGE



Where are we now?



We have over a hundred years of heritage and expertise



Re-Founding Ice Cream

Building on the legacy of our iconic global ice cream portfolio

80
countries selling our products

c.3 million
freezers

35
factories

40+
countries: office & factory locations around the world

>100
brands globally

c.19,000 *People to support the To-Be standalone organization*

Over a century of heritage and Ice Cream Expertise



One Billion+ Euro brands



Iconic brands



We are number one

- #1 Ice cream player with **EUR 7.9bn** revenue
- #1 **21%** Global retail market share¹
- #1 **~3mn** Cabinets – Largest global fleet across 4 continents
- 4** of the **5** **Biggest brands** are ours¹



¹ FY24 metrics; ² Company analysis partially based on Euromonitor, Snacks 2026 edition, Retail Value Sales (RSP) in EUR, y-o-y ex. rates, current prices. The Heart Brand is not listed as a global brand name in Euromonitor's data and its position is calculated based on the Group's internal classification



How we landed here?

Key success factors

A Compelling Purpose

Where are we heading to and why?

Becoming the *Largest* Ice Cream Company in the World

Exclusive focus on Ice Cream to bring more
*agility, more speed & more delicious
treats*



THE
MAGNUM[®]

ICE CREAM  COMPANY



CARTE D'OR[®]

SOLERO



talenti.
gelato & sorbetto



Purpose

Why are we changing?

- Communicate-communicate-communicate
- Townhalls
- Weekly catch ups / check ins
- Newsletter
- Intranet
- HR walk-in sessions
- Meet the Lead sessions
- Anonym site for questions



Create safe places

Psychological safety

Create safe places

Psychological safety

- Employee Assistance Programme
- Psychologists
- Career Advisor
- Open HR sessions
- Mental Well-being sessions
- Communicate-communicate-communicate




Paint and live the new Culture


Who are we and what are we building?


Paint the new Culture


- Be vocal
- Share stories
- LIVE the behaviours
- Recognise and Reward the behaviours


The Ice Cream Way


 We are all about profitable **growth**

 We operate with **speed** and **simplicity**

 We **win** together with **fun**

 We boldly **innovate** to **disrupt** our market

 We **care** and **challenge**

 We are **experts** in the **ice cream** category

THE
MAGNUM
ICE CREAM  COMPANY

Frontline Hero 



Walk the talk Leadership

Share stories

Walk the talk Leadership

- Meet the Leader
- Town Halls
- Day 0: Sharing stories



Engage via Influencers

Recruit your gang

Engage via Influencers

- Find your early birds
- Let them form their bands
- CEOs
- Happy People Squad
- Recognize them!

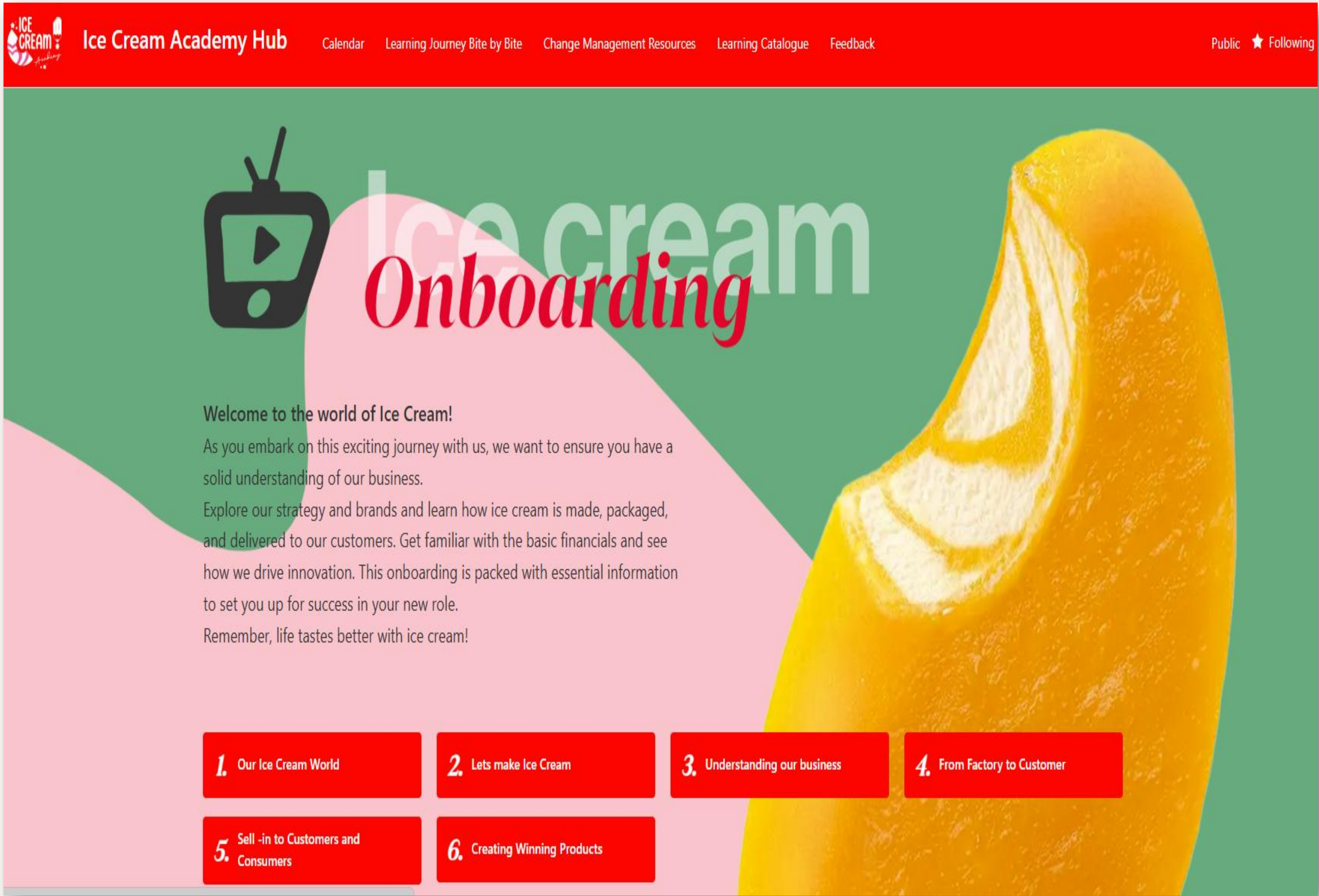


Reinforce Change via System and Capabilities

Upgrade, upskill & reskill

IC Onboarding

6-Series with 28 bite-size episodes to inform, engage and excite new joiners



Series 1: *Our IC World*

Series 2: *Let’s make Ice Cream*

Series 3: Understanding Our Business

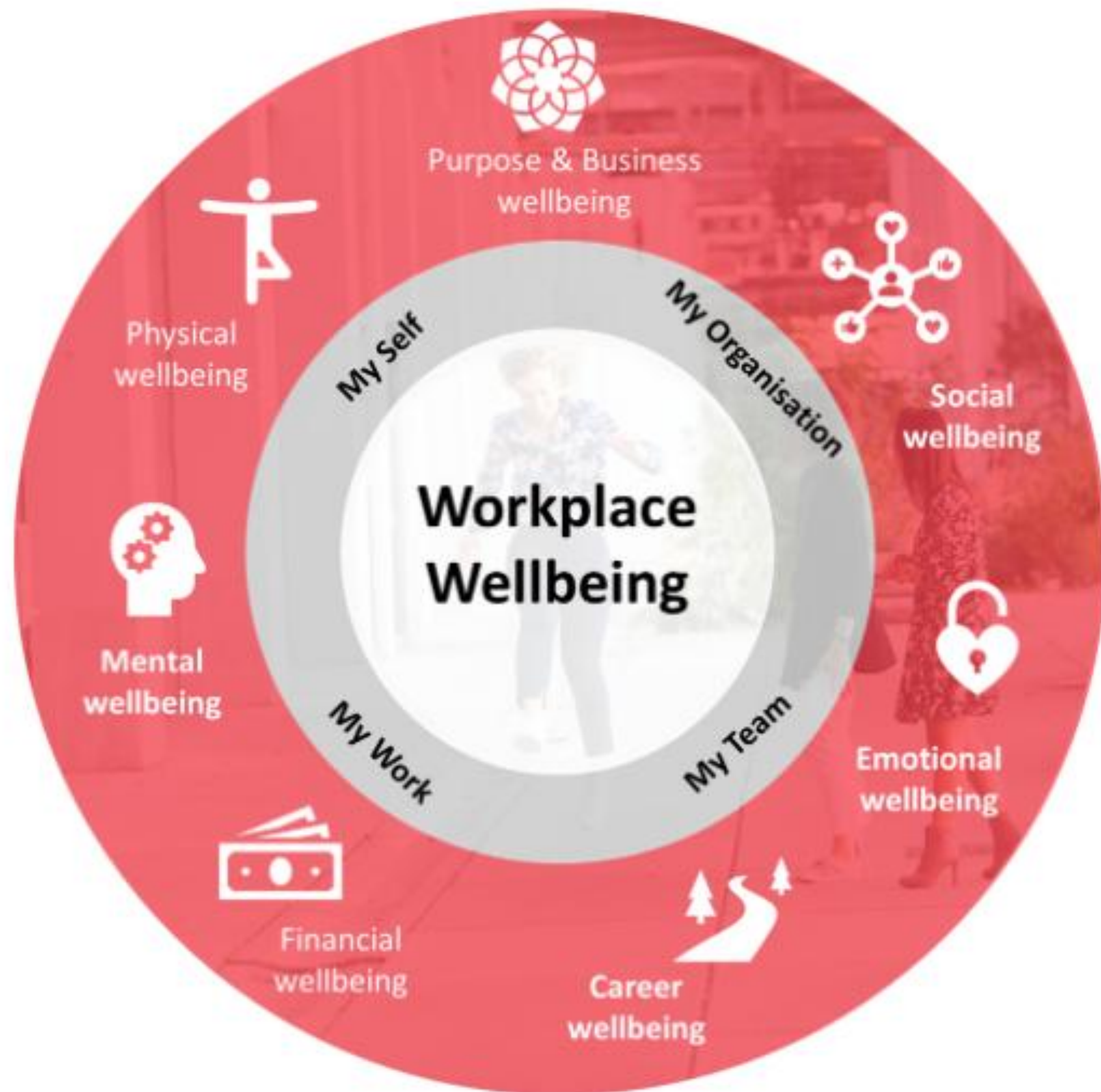
Series 4: From Factories to Customers

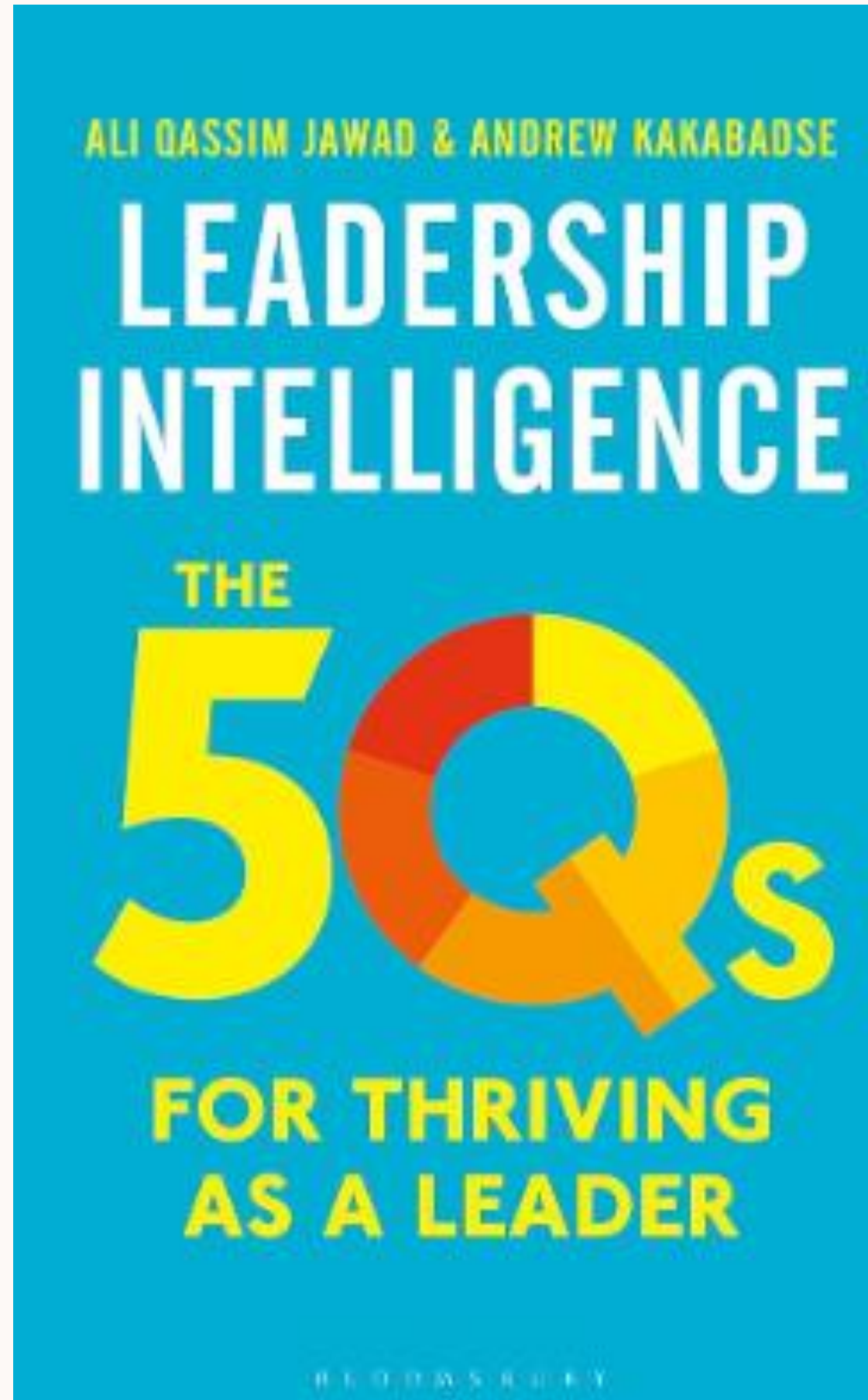
Series 5: Selling to Customer & Consumers

Series 6: Creating Winning Products

You

THE
MAGNUM[®]
ICE CREAM  COMPANY





- 1. **IQ (cognitive intelligence)**: a leader's ability to acquire deductive abilities and draw together contrasting strands of information;
- 2. **EQ (emotional intelligence)**: a leader's ability to understand and manage both their own emotions and those of others
- 3. **PQ (political intelligence)**: a leader's ability to navigate a way forward through diverse stakeholder agendas while ensuring continued engagement with critical players
- 4. **RQ (resilience quotient)**: the capacity of a leader to emotionally sustain high performance under continued pressure and adversity
- 5. **MQ (moral intelligence)**: a leader's ability to understand their own value system and draw on this to determine the moral boundaries of individuals, teams and the organisation



Connor-Davidson resilience scale

1. I am able to adapt when changes occur.
2. I can deal with whatever comes my way.
3. I try to see the humorous side of things when I am faced with problems.
4. Having to cope with stress can make me stronger.
5. I tend to bounce back after illness, injury or other hardships.
6. I believe I can achieve my goals, even if there are obstacles.
7. Under pressure, I stay focused and think clearly.
8. I am not easily discouraged by failure.
9. I think of myself as a strong person when dealing with life's challenges and difficulties.
10. I am able to handle unpleasant or painful feelings like sadness, fear, and anger.

0 – Not true at all.

1 – Rarely true.

2 – Sometimes true.

3 – Often true.

4 – True nearly all the time.



**„Change has never been this fast and will
never be this slow ever again”**

(Gordon Moore)



MOVE

Find your sport
5 times / week



EAT WELL

Calorie deficit (80-20)
Muscle building
(macros)
Eat well / Macro and
micro
0.5 kg raw veggies



DRINK

2-3l water
Alcohol?

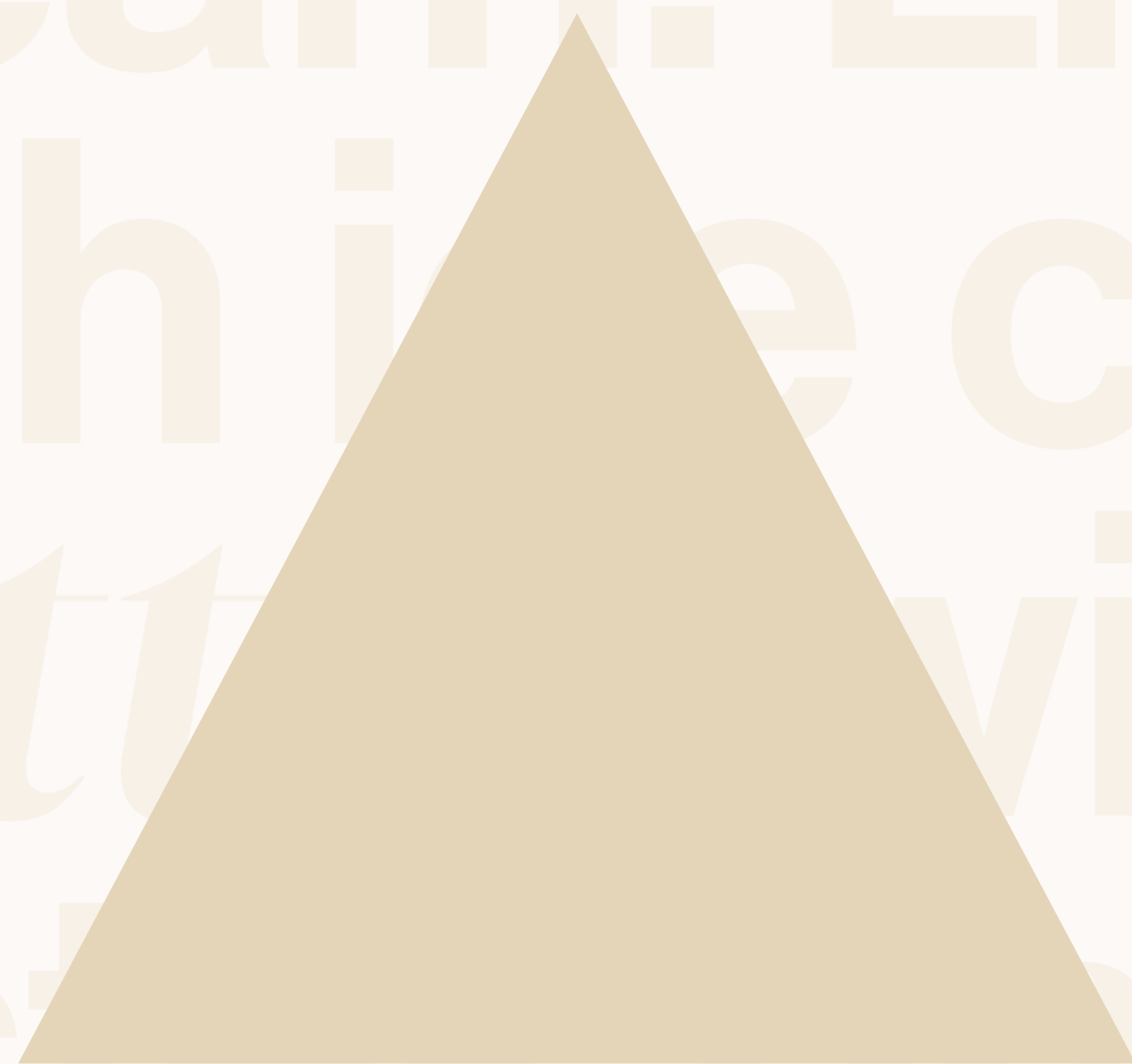


SLEEP

7 hrs



YOU
Health, Hobby



Family, Friends

Work



THE
MAGNUM
ICE CREAM  COMPANY

Life tastes ***better*** with ice cream

Thank you & happy to connect 😊

