



## **The Magnum Ice Cream Company appoints Jochanan Senf as Ben & Jerry's CEO**

**Amsterdam, 10 July 2025** – The Magnum Ice Cream Company today announces the appointment of Jochanan Senf as the global CEO of Ben & Jerry's, effective mid-July.

An Ice Cream veteran, Jochanan's career has been deeply entwined with Ben & Jerry's, having spent seven years with the Ben & Jerry's business, including as Managing Director Europe. This experience allowed him to learn first-hand the importance and power of Ben & Jerry's unique three-part mission – product, economic and social – and how this is instrumental to the success of the business and its impact on communities.

Jochanan deepened his ice cream expertise during his time as Vice President Refreshments Indonesia, where he was responsible for driving in-country performance across categories including ice cream, underpinned by his strong commercial acumen.

A seasoned general manager, Jochanan rejoins the ice cream business from his current role with Unilever's Foods Business Group, where since 2022 he has been General Manager Foods for the DACH region with end-to-end responsibility for business performance, as well as Vice President for the Cooking Aids business across the whole of Europe.

**ENDS**

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### **About The Magnum Ice Cream Company**

The Magnum Ice Cream Company – as Unilever Ice Cream is now known ahead of the separation of the division in the fourth quarter of 2025 – is the world's largest ice cream company. With an unrivalled portfolio of brands including global power brands Magnum, Ben & Jerry's, Wall's and Cornetto, and with a global fleet of nearly 3 million freezers, our products are available in 80 countries. The company generated €7.9 billion in revenue in 2024. For more information, visit [www.unilever.com](http://www.unilever.com).

### **Cautionary Statement**

This announcement may contain forward-looking statements, including 'forward-looking statements' within the meaning of the United States Private Securities Litigation Reform Act of 1995, concerning the financial condition, results of operations and businesses of the Unilever Group (the "Group"). All statements other than statements of historical fact are, or may be deemed to be, forward-looking statements. Words such as 'will', 'aim', 'expects', 'anticipates', 'intends',



'looks', 'believes', 'vision', 'ambition', 'target', 'goal', 'plan', 'potential', 'work towards', 'may', 'milestone', 'objectives', 'outlook', 'probably', 'project', 'risk', 'seek', 'continue', 'projected', 'estimate', 'achieve' or the negative of these terms, and other similar expressions of future performance or results and their negatives, are intended to identify such forward-looking statements. Forward-looking statements can also include, but are not limited to, statements and information regarding the Group's emissions reduction and other sustainability-related targets and other climate and sustainability matters (including actions, potential impacts and risks and opportunities associated therewith). Forward-looking statements can be made in writing but also may be made verbally by directors, officers and employees of the Group in connection with this announcement. These forward-looking statements are based upon current expectations and assumptions regarding anticipated developments and other factors affecting the Group. They are not historical facts, nor are they guarantees of future performance or outcomes. All forward-looking statements contained in this announcement are expressly qualified in their entirety by the cautionary statements contained or referred to in this section. Readers should not place undue reliance on forward-looking statements.

Because these forward-looking statements involve known and unknown risks and uncertainties, a number of which may be beyond the Group's control, there are important factors that could cause actual results to differ materially from those expressed or implied by these forward-looking statements.

The forward-looking statements are based on our beliefs, assumptions and expectations of our future performance, taking into account all information currently available to us. Forward-looking statements are not predictions of future events. These beliefs, assumptions and expectations can change as a result of many possible events or factors, not all of which are known to us. If a change occurs, our business, financial condition, liquidity and results of operations may vary materially from those expressed in our forward-looking statements.

The forward-looking statements speak only as of the date of this announcement. Except as required by any applicable law or regulation, the Group expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements contained herein to reflect any change in the Group's expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based. New risks and uncertainties arise over time, and it is not possible for us to predict those events or how they may affect us. In addition, we cannot assess the impact of each factor on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements.

Further details of potential risks and uncertainties affecting the Group are described in the Group's filings with the London Stock Exchange, Euronext Amsterdam, and the US Securities and Exchange Commission, including in the Annual Report on Form 20-F 2024. The Annual Report on Form 20-F 2024 is separately filed with the US Securities and Exchange Commission and both the Annual Report on Form 20-F 2024 and the Unilever Annual Report and Accounts 2024 are available on our corporate website: [www.unilever.com](http://www.unilever.com).