



The Magnum Ice Cream Company becomes global partner of the Royal Concertgebouw Orchestra

Amsterdam, NL – 14 August 2025 - The Magnum Ice Cream Company, formerly known as Unilever Ice Cream, is proud to become a global partner of the Royal Concertgebouw Orchestra, joining existing global partners ING and Booking.com and building on the strong legacy of the Unilever partnership which began in 2011.

The transition of the partnership to The Magnum Ice Cream Company, underscores the importance of societal connection and cultural heritage for the world's leading ice cream company which recently opened its new global head office in Amsterdam ahead of a planned listing on the Amsterdam Stock Exchange, which is called Euronext, later this year.



The Magnum Ice Cream Company and the Royal Concertgebouw Orchestra share a rich history with a strong international character and common mission: creating extraordinary moments. While the orchestra does so through music and global performances, The Magnum Ice Cream Company seeks to turn ordinary everyday moments into lasting memories. Their partnership reflects the creativity, ambition, and international appeal of both organisations.

“As a leading global ice cream company with a strong presence in over 80 countries, we believe in the power of unique experiences that bring people together, just like music



does,” commented **Peter ter Kulve**, CEO of The Magnum Ice Cream Company. *“The International allure, nurturing of young talent, creation of meaningful moments, and a drive for innovation are all values we both share. We are proud to join the Royal Concertgebouw Orchestra as a new global partner and thank Unilever for creating a strong foundation over the past 14 years.”*

“We are delighted that The Magnum Ice Cream Company is joining us as a global partner. This collaboration not only marks a new chapter in a valuable partnership, but also reflects our shared ambition to inspire people around the world with extraordinary experiences. With mutual enthusiasm, we aim to showcase creative ideas that strengthen our brands and bring people together.” **Dominik Winterling**, Managing Director Royal Concertgebouw Orchestra

The partnership will become visible to the public starting August 18, 2025, when the Concertgebouw Orchestra launches a new brand campaign. From that moment on, The Magnum Ice Cream Company’s logo will replace the Unilever logo across all of the orchestra’s communications with the official kick-off planned for the festive open-air Opening Night on September 12, 2025 at the Sloterpark in Amsterdam.

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About The Magnum Ice Cream Company

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 The Magnum Ice Cream Company [demerger microsite on the Unilever website](#).

Contact The Magnum Ice Cream Company

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Contact The Royal Concertgebouw Orchestra

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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.