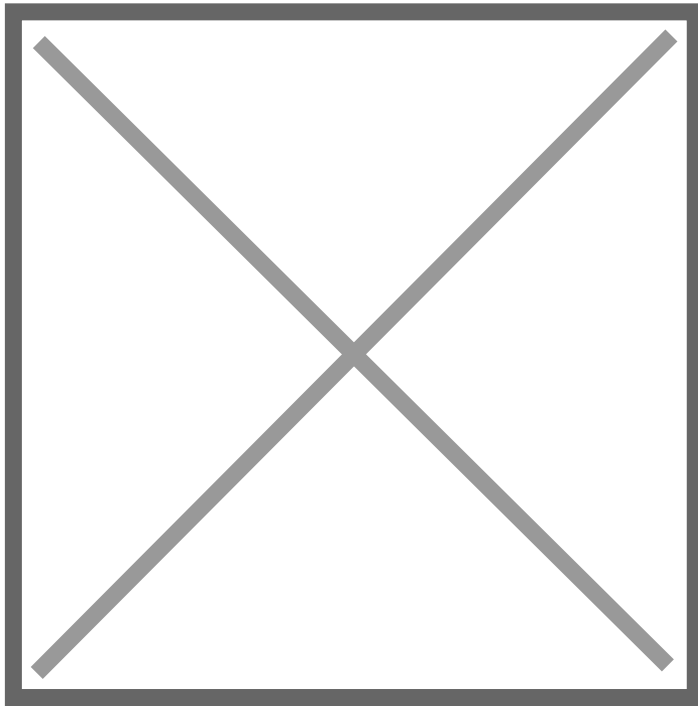


The Magnum Ice Cream celebrates new chapter in Australia

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The Magnum Ice Cream Company, the largest ice cream company in the world and proud manufacturer of iconic Streets brands like Blue Ribbon, Golden Gaytime, Magnum, Paddle Pop and Weis, has announced the completion of a major A\$35 million transformation of its Minto facility in South-West Sydney.

The upgraded Minto ice cream facility marks a significant milestone for the company and the local Campbelltown community. It will support innovation and growth, strengthening Australia's food manufacturing sector and boosting productivity at the site, as part of the company's global supply chain transformation program.

The transformation includes new automation and advanced manufacturing technology, which is already improving overall production output, safety and operational efficiency. The factory's support office has also been completely refurbished, with state-of-the-art amenities and a design inspired by classic Streets ice cream parlours.

The Minto facility has been producing ice creams Australians know and love for over 20 years. Today, it makes nearly three million ice cream servings every day, responsible for approximately 63 per cent of all ice creams sold by The Magnum Ice

Cream Company across Australia and New Zealand each year.

Reflecting on the role the investments have had in helping the team achieve record results, Waqas Zaheer, Head of Manufacturing ANZ at The Magnum Ice Cream Company, said 'This is a proud moment for everyone here in Minto. Weâ??ve worked hard to streamline this site, which is now recognised as a top performer in our category for supply chain and customer service. In the past two and a half years, we have doubled the factory's efficiency while also maintaining zero waste to landfill and reducing overall waste by around 72 per cent since 2022.'

Scott Mingl, General Manager ANZ at The Magnum Ice Cream Company, said the investment reflects the companyâ??s long-term commitment to local manufacturing and innovation. 'This is a major step forward for our business. Weâ??re proud to be backed by a local factory, a passionate R&D team and an agile end-to-end supply chain. This investment positions us to disrupt the ice cream market and deliver new innovations at speed. Our focus is to grow the business to become the best ice cream company in Australia and New Zealand and a key manufacturer of ice creams loved across the country.'