

Children’s Food and Beverage Advertising Initiative
The Magnum Ice Cream Company Pledge

The Magnum Ice Cream Company (“TMICC”) is pleased to participate in the Children’s Food and Beverage Advertising Initiative (CFBAI), a self-regulation program with the goal of improving the landscape of food and beverage advertising directed to children. TMICC supports CFBAI’s objectives and is committed to its Core Principles. TMICC is pleased to submit this pledge, which reflects CFBAI’s Core Principles, 8th ed. (2026).¹ This pledge takes effect January 1, 2026.

I. Identifying Information

1. *Corporate Contact Information:*
The Magnum Ice Cream Company (Magnum ICC US, LLC)
800 Sylvan Ave
Englewood Cliffs, NJ 07632
corporate.magnumicecream.com

2. *Individual(s) responsible for overall implementation of the Pledge:*
Natalia Cavaliere
General Counsel, Americas
800 Sylvan Ave
Englewood Cliffs, NJ 07632
Natalia.Cavaliere@magnumicecream.com

Entities covered by the Pledge: Magnum ICC US, LLC

This pledge covers all TMICC brands in the United States (hereafter, TMICC’s “brands” and/or “products”).

TMICC commits that it will adhere to its pledge below as it applies to its brands in the United States.

II. Core Principles

1. Advertising Primarily Directed to Children

For purposes of this pledge, “children” refers to persons under age 13. For television and other measurable media, this means marketing communications where children under age 13 represent at least 25% of the expected audience.

TMICC commits that all advertising primarily directed to children in covered media will be for foods that meet CFBAI’s Category-Specific Uniform Nutrition

¹ This commitment does not apply to other marketing channels, such as point-of-sale materials or packaging (provided that the packaging does not appear in advertising primarily directed to children). This commitment also does not apply to the use of company-owned characters.

Criteria, 2nd ed. [or most recent edition].

2. Covered media

This pledge commitment applies to advertising primarily directed to children under age 13 in the following media (“covered media”):

- Television
- Radio
- Print
- Digital media, including but not limited to the following media (and influencer content therein):
 - Company-owned websites
 - Third-party websites, including display, banner, pop-up, audio or video advertising
 - Mobile apps or mobile media, including advertising on phones, laptops, tablets, other personal digital devices, in whatever form, including email, text, IM or SMS messaging
 - Podcasts
 - Social media²
 - Video sharing platforms (e.g., YouTube)
 - Gaming platforms (e.g., Roblox)
 - Over-the-top (OTT) streaming platforms (e.g., Netflix, Disney+)
- Video and computer games
- DVDs
- Word of mouth³

3. Product Placements

TMICC commits not to pay for or actively seek the placement of its food or beverages in third-party programming or editorial content in any medium primarily directed to children under age 13 to promote the sale of those products.

4. Product Integrations

TMICC commits not to pay for or actively seek integration of their foods or beverages in any medium primarily directed to children under age 13, including in interactive games or other digital content, unless such foods or beverages meet CFBAI’s Uniform Nutrition Criteria.

5. Influencers

² Advertising on platforms that use valid age verification measures to restrict platform access by children under age 13 is presumptively not advertising primarily directed to children under age 13.

³ Word-of-mouth advertising refers to advertising of a participant’s food or beverage products that is primarily directed to children under age 13 by brand ambassadors, influencers, or other individuals with whom the participant has a material connection as the result of the participant providing payment, product samples, or other incentives (financial or otherwise) to such individuals in consideration for such individuals promoting the participant’s branded food or beverages.

TMICC commits not to use influencers to promote foods and beverages in communications primarily directed to children under age 13 unless such foods or beverages meet CFBAI's Uniform Nutrition Criteria.

6. Licensed Characters, Celebrities and Movie Tie-Ins

TMICC commits that its use of third-party licensed characters, celebrities (including athletes) and movie tie-ins in advertising primarily directed to children will be consistent with its advertising commitments set forth in above.

7. Advertising in Schools

TMICC commits to not engaging in any child-directed advertising of its brands or products to children in elementary or middle schools. This includes but is not limited to advertising on or through the following items:

- Posters
- Scoreboards
- School buses
- Pencils, book covers, and other school supplies offered for sale in school
- Textbooks
- Tray liners, cups, napkins, plates
- Coolers
- Food samples and taste tests

This commitment does not apply to displays of foods and beverages that identify foods that are for sale; fundraising support; public service messaging; curriculum materials; items given to school administrators for their personal use; charitable donations, or sponsorships.

III. Determining When Advertising is Child-Directed

TMICC will consider advertising to be primarily directed to children when:

- (1) children ages 2-12 constitute 25% or more of the expected audience at the time the advertisement placement is purchased based on reliable third-party audience measurement data;
- (2) targeting tools have been used to direct the digital advertisement to be served to users in a defined age demographic that includes ages 12 or younger or in content expressly designated or categorized as child-directed by the publisher or content creator;⁴ or
- (3) TMICC lacks reliable third-party audience measurement data showing children to be less than 25% of the expected audience; (b) TMICC cannot demonstrate that reliable age-gating or age-targeting tools were used such that individuals under age 13 were expressly excluded from the target audience;⁵ and (c) the content in which the advertisement is placed

⁴ For example, content designated on YouTube as "Made for Kids" or content categorized by a video streaming platform as children's programming.

⁵ Advertisements permitted to be served to users whose age is unknown would not be deemed to expressly exclude individuals under age 13.

appears to be primarily directed to children based on an evaluation of multiple factors relating to the content, including but not limited to the subject matter, visual content, language used, difficulty of game play, kind of music or audio content, influencers featured, actions taken to restrict children's access to the site or content, and entertainment ratings or content identifiers that may be used to label child-directed content.

In digital advertising, TMICC commits to use one or more of the following tools, where available and appropriate, to avoid serving advertisements for foods that do not meet CFBAI's Uniform Nutrition Criteria to children:

- (1) age-based targeting of only users identified as age 13 or older and excluding all individuals under age 13 or whose age is unknown;
- (2) interest-based or behavior-based targeting of only consumers identified as having an interest not primarily associated with individuals under age 13 or exhibiting online behavior that is not reasonably associated with individuals under age 13; and
- (3) exclusion lists of sites, channels, or content known to be or identified as child-directed and/or filters that exclude keywords and topics likely to be of primary appeal to children.

IV. ADVERTISING TO CHILDREN UNDER SIX YEARS OLD

TMICC commits to not engaging in advertising primarily directed to children under six.