

AMS WEEKLY EQUITY REPORT

MICC Weekly Report

THE MAGNUM ICE CREAM COMPANY N.

MICC closed the latest completed week at 15.76 EUR. The 4-week return is 2.8% and the 12-week return is 26.7%. The trend backdrop is active, with activity pressure at 0.84.

Field	Value	Field	Value
Week ending	24 Jul 2026	Evidence rating	Neutral
Evidence score	51	Currency	EUR
Exchange	AMS	Country	NL
Sector	Consumer Defensive	Industry	Packaged Foods
Market cap	8.4B	Report page	Available online

OPEN	HIGH	LOW	CLOSE	VOLUME	TREND
16.29 EUR	16.50 EUR	15.27 EUR	15.76 EUR	4.8M	12.1%
weekly open	weekly high	weekly low	weekly close	latest week	4 of 33 weeks active

Company brief

The Magnum Ice Cream Company N.V. engages in the ice cream business in the Netherlands. The company offers its products under the Magnum, Ben & Jerry's, Cornetto, and Wall's brands. It also operates in rest of Europe, North America, South America, Africa, Asia, the Middle East, Australia, and New Zealand. The company was incorporated in 2025 and is...

EXECUTIVE READ

What matters now

Top-level conclusion, primary support, and the main restraint in the current weekly setup.

Conclusion

The strongest supporting evidence is next-week expectancy: Next-week expectancy is positive with a 76.99% historical one-week setup read. The main constraint is indicator analysis: Latest 12-week confirmation: trend 4/12, activity pressure 5/12, relative leadership 0/12. The combined read is balanced, making the next change in trend, sentiment, or options pressure especially important.

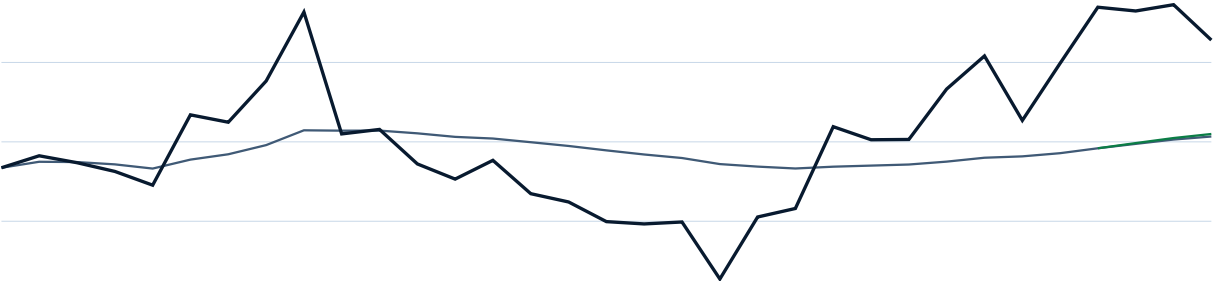
Read	Pillar	Score	Detail
Primary support	Next-Week Expectancy	Positive 76.99%	Next-week expectancy is positive with a 76.99% historical one-week setup read.
Main restraint	Indicator analysis	30/100	Latest 12-week confirmation: trend 4/12, activity pressure 5/12, relative leadership 0/12.

WEEKLY TAPE

Price, Trend Line, and Fair Value

Price path, range position, trend distance, Fair Value gap, and return windows.

52-week price path



Black: weekly close. Green: Trend Line. Grey: Fair Value.

TREND DISTANCE 12.6% price vs Trend Line	FAIR GAP 13.0% price vs Fair Value	DRAWDOWN -5.9% from 52-week high	RANGE 82.8% 52-week range	VOLUME 0.7x vs 13-week average
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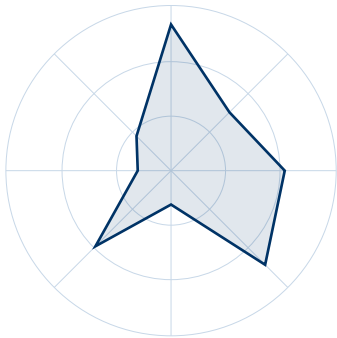
Pillar	Score	Read	Detail
1W	-4.0%	Negative	
4W	2.8%	Positive	
12W	26.7%	Positive	
26W	10.8%	Positive	
52W	-	Neutral	

SETUP

Composite setup scorecard

Current setup pillars scored on the same 0-100 scale.

Composite radar



Pillar	Score	Read	Detail
Trend	21	Negative	
Momentum	81	Positive	
Activity Pressure	69	Positive	
Relative Leadership	50	Neutral	
Next-Week Expectancy	88	Positive	
Volume	30	Negative	
Smart Money	20	Negative	
Risk Control	65	Neutral	

Current evidence clusters

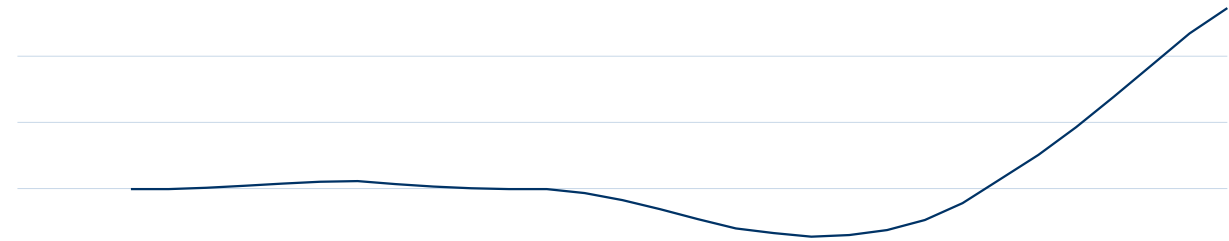
Pillar	Score	Read	Detail
Price follow-through	-4.0%	Negative	Latest completed week; four-week move 2.8%.
Indicator stack	21/69	Negative	Trend and activity pressure are weighted against the latest 12-week confirmation window.
Trend backdrop	Active	Positive	The trend backdrop defines the current weekly regime.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal status for institutional accumulation timing.
Next-Week Expectancy	Positive 76.99%	Positive	Historical one-week expectancy contributes to the evidence score when direction is confirmed.
News sentiment	52/100	Neutral	39 relevant articles in the latest sentiment read.

INDICATOR EVIDENCE

Activity pressure, trend confirmation, and next-week expectancy

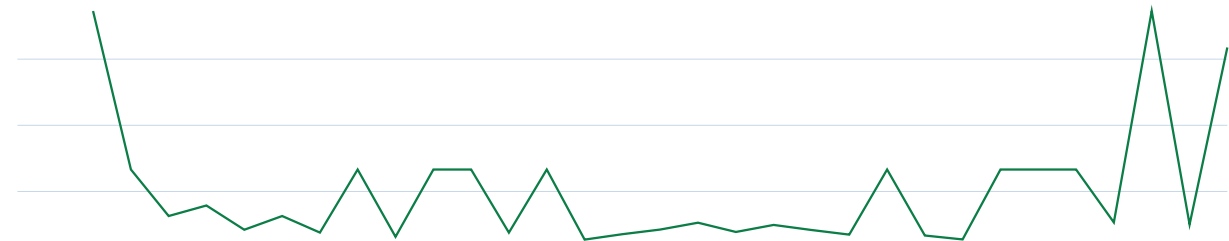
The current 12-week confirmation window, activity-pressure read, and historical one-week setup read.

Activity pressure path



Latest 0.65 | 12-week average 0.30

Next-week expectancy path



Current Positive 76.99% historical one-week setup read

Pillar	Score	Read	Detail
Trend active	4/12	Neutral	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	5/12	Neutral	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	0/12	Negative	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.65	Positive	Current proprietary activity-pressure read.
Buy signals	0	Neutral	Accumulation signal count in the latest 12 weeks.
Reversal markers	4	Negative	4 reversal markers

Area	Latest read	Detail
Activity pressure	0.84	Four-week pressure change 46.6%.
Relative leadership	-	Four-week relative leadership change -.
Smart money activity	2	No recent accumulation markers. 4 reversal markers.

PARTICIPATION AND RISK

Volume, volatility, and return shape

Participation confirms attention; return shape frames the current risk profile.

Area	Latest	Baseline	Read
Volume	4.8M	13W 6.9M 52W 12.5M	0.7x vs 13-week average
Volatility	5.6%	52W 5.7%	16 upside weeks / 16 downside weeks
Average move	5.0%	-3.6%	Downside breadth 50.0%

Pillar	Score	Read	Detail
Participation	0.7x	Neutral	Latest volume versus the 13-week average.
Baseline	6.9M	Neutral	13-week average volume.
One-year base	12.5M	Neutral	52-week average volume.
Recent vol	5.6%	Neutral	13-week weekly-return volatility.
Base vol	5.7%	Neutral	52-week weekly-return volatility.
Up/down split	16/16	Neutral	Count of positive and negative weeks in the 52-week window.
Average skew	5.0% / -3.6%	Neutral	Average positive week versus average negative week.

EXTERNAL CONFIRMATION

Options, sentiment, events, insiders, and research flow

Supporting evidence that can confirm, challenge, or qualify the weekly tape.

Pillar	Score	Read	Detail
Weekly tape	48/100	Neutral	Trend, activity pressure, participation, and risk combine to a 48/100 tape read.
Indicator analysis	30/100	Negative	Latest 12-week confirmation: trend 4/12, activity pressure 5/12, relative leadership 0/12.
Next-Week Expectancy	Positive 76.99%	Positive	Next-week expectancy is positive with a 76.99% historical one-week setup read.
Factors	50/100	Neutral	No published factor snapshot is available yet.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.
Sentiment	52/100	Neutral	Weighted news tone is neutral across 39 relevant articles.
Insiders	50/100	Neutral	No recent insider transaction evidence is stored.
Earnings	50/100	Neutral	No stored earnings event is currently attached to this ticker.

Evidence	Current read	Detail
Sentiment	52/100	39 relevant articles. Top Magnum Ice Cream (MICC) Competitors 2026

SECTOR CONTEXT

Sector and industry pulse

Group context helps separate stock-specific movement from broader rotation.

Group	Scope	Peers	4W rank	Trend breadth
Sector	NL Consumer Defensive	10	4 of 10	50.0%
Industry	NL Packaged Foods	2	1 of 2	100.0%

Sector leaders

Peer	Exchange	1W	4W	Trend
HEIO	AMS	-1.1%	4.8%	On
CCEP	AMS	-0.5%	4.6%	On
HEIA	AMS	-1.2%	3.2%	On
MICC	AMS	-4.0%	2.8%	On
PORF	AMS	0.0%	1.6%	Off

Industry leaders

Peer	Exchange	1W	4W	Trend
MICC	AMS	-4.0%	2.8%	On
FFARM	AMS	-1.8%	-2.4%	On

ACTIONABLE READ

Opportunities, risks, and watch points

Evidence clusters to monitor as the next weekly bar develops.

Opportunity signals

- The trend backdrop is active with a 4-week active streak.
- Price is above the Trend Line, keeping the weekly tape constructive.
- Price is above Fair Value, showing premium demand versus the model.
- Activity pressure is positive on the latest completed week.
- Next-week expectancy is positive at 76.99% based on similar historical setup states.

Risk signals

- 4 reversal markers appear in the recent smart-money tape.
- Latest weekly return ranks in the weaker part of its sector group.

Watch next

- Trend Line remains the key weekly regime level.
- Activity pressure is the gauge to monitor for confirmation or fade.
- A volume ratio above 1.5x would show stronger participation in the next move.

EVIDENCE TRAIL

Recent completed weeks

Recent weekly bars behind the report.

Week	Close	Move	Trend	Activity	Volume
24 Jul	15.76 EUR	-4.0%	On	0.84	4.8M
17 Jul	16.43 EUR	0.7%	On	0.91	4.8M
10 Jul	16.31 EUR	-0.4%	On	0.81	5.7M
03 Jul	16.38 EUR	6.9%	On	0.81	6.5M
26 Jun	15.33 EUR	7.5%	Off	0.57	7.4M
19 Jun	14.25 EUR	-7.8%	Off	-	4.4M
12 Jun	15.46 EUR	4.2%	Off	-	1.3M
05 Jun	14.84 EUR	6.8%	Off	-	1.4M
29 May	13.90 EUR	0.0%	Off	-	9.9M
22 May	13.89 EUR	-1.7%	Off	-	8.9M

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