

## PRESS RELEASE

Date : 18<sup>th</sup> December 2025

### PARR'S DEPARTURE FROM PML SEAFRIGO SIGNALS NEW CEO APPOINTMENT

**December 2025**

**PML Seafrigo UK & Ireland announces the departure of CEO Mike Parr.**

PML (Perishable Movements Ltd) was founded by Parr in 2003 and the business was acquired by Seafrigo in July 2023, with Parr retained as a Director. In August 2024, Parr was appointed CEO of PML Seafrigo UK and Ireland, a role he officially leaves on 6th January 2026.

Parr's departure has triggered the appointment of Sean Smith as PML Seafrigo's new CEO. Smith takes up the position with the UK's leading logistics and supply chain solutions provider – part of the Seafrigo Group, whose cold chain logistics operations extend across 26 countries spanning five continents – effective from 1st December 2025.

With an extensive background in logistics working with air, ocean and road freight, Smith also brings an impressive track record in the provision of strategic business advice to the role, servicing a range of clients seeking his proven expertise in identifying a roadmap designed to deliver against defined performance goals.

Having formerly worked for a privately owned family business which was acquired by a global logistics operator, Smith is well placed to take over the stewardship of PML Seafrigo and continue its evolutionary growth within the Seafrigo Group.



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#### Éric BARBE

Mike is highly regarded within the industry having worked for over 33 years within the perishable freight sector during which he successfully grew PML to become one of the UK's leading logistics companies with an enviable track record for innovation and customer relations excellence and an overarching commitment to delivering a quality service.

We are grateful for Mike's substantial contribution to both Seafrigo and the temperature-controlled logistics category in general.

We are delighted to welcome Sean to the Seafrigo family and look forward to working with him to further grow our presence in the UK and globally.

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#### Sean SMITH

I was attracted to the significant potential that exists within PML Seafrigo and excited by the prospect of leading the company into the next chapter of its progression.

PML Seafrigo already enjoys an enviable reputation for customer service excellence and a genuine superior quality service proposition.

My job will be to harness these – and other – key values and work with the team to establish a new blueprint for success in line with the vision shared by myself and Seafrigo Group.

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Smith will oversee a team of 115 permanent staff and will be based at PML Seafrigo's Heathrow and Kent sites.

## About Seafrigo

For more than 40 years, Seafrigo Group has developed a worldwide network in food logistics within the refrigerated space leading to business partnerships with global clientele and brands.

The company based in Le Havre, which is growing strongly both in France and internationally, now has its own infrastructures in 26 countries and has built up a global network of partners.

Seafrigo Group has 2,500 committed employees who organize the international transport of goods on 5 continents on a daily basis.

It also offers a controlled global logistics chain: reception of goods, port traction, storage at ambient or controlled temperature, order preparation, management of container loading, shipping and delivery to the final recipient.

[www.seafrigo.com](http://www.seafrigo.com)

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