

PRESS RELEASE

Date: 07 September 2026

Seafrigo becomes Principal Partner of Le Havre Athletic Club.

- **Principal partner:** The Seafrigo logo features on the shirts of HAC's first team in Ligue 1.
- **Deeply rooted in the city:** Seafrigo renews its presence and visibility alongside the city's football team.
- **Shared values and synergies:** Both HAC and Seafrigo have a deep attachment to Le Havre and share similar values.

Le Havre, France

Seafrigo, global leader in food logistics, is becoming the main partner of Le Havre Athletic Club and will have its brand displayed on the front of the first team's shirts.

Having previously featured on the Ciel & Marine shirts from 2017 to 2020, Seafrigo wanted to renew its presence and strengthen its visibility to further extend and deepen its involvement with the HAC.

Seafrigo was created in Le Havre more than 40 years ago by Éric Barbé, and is deeply rooted in its home territory. The group has since expanded internationally and now has a global network, with agency partnerships and its own infrastructure on five continents.

This partnership between two well-known and recognised organisations in the Le Havre area was officially launched on Saturday during the Ligue 1 McDonald's match between HAC and Stade Brestois (05/09 – 8:45 pm).

In addition to Seafrigo's logo appearing on the jerseys, this partnership will include numerous communications and activities designed to promote the brand to the group's customers, partners and employees.



"Seafrigo's return to HAC, symbolised by their presence on our shirts, represents a strong marker for our club. Our projects are common: a strong territorial involvement, shared values and joint synergies. We are therefore delighted that Seafrigo is joining us and is once again our main partner!"
Jean-Michel Roussier, President of Le Havre Athletic Club

"We are particularly proud to reconnect with Le Havre Athletic Club and to become the main partner of the HAC. For Seafrigo, this collaboration has a very special resonance: we both share a history, a territory and a deep attachment to Le Havre.

For more than 40 years, Seafrigo has been built in Le Havre; before we expanded internationally to become a global player in food logistics. Despite this international dimension, our Le Havre roots remain at the heart of our identity and our development.

Our return to the HAC therefore reflects a strong desire: to accompany an emblematic club in our region, to support its goals and to share with it values that are essential to us, such as commitment, entrepreneurship, solidarity and transmission.

Seeing the name of Seafrigo on the HAC jersey today is a strong symbol. It is a great source of pride for me, but also for all our employees, many of whom are deeply attached to the Le Havre region.

We are very happy to reconnect with the HAC and are committed to working alongside it. We share the same desire to grow our projects and contribute to the influence of Le Havre"

Eric Barbé, Président et Fondateur du Seafrigo Group



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About Seafrigo Group

For more than 40 years, Seafrigo has been one of the world leaders in temperature-controlled food logistics. The group supports international brands in the management of their logistics flows and has its own infrastructures in 30 countries, complemented by a network of partners with a global dimension.

With 2,500 employees, Seafrigo is based on five fundamental values: Integrity, Diversity & Inclusion, Entrepreneurship, Adaptability, Synergy.

As a specialist in temperature-controlled food logistics, Seafrigo is continuing its international development while strengthening its commitments to the societal and environmental challenges of tomorrow.

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