

PM-INTERNATIONAL: DEVELOPING AND DISTRIBUTING HIGH-QUALITY NUTRITIONAL PRODUCTS FOR HEALTH, FITNESS, AND BEAUTY

ROLF SORG, CEO & FOUNDER

Founded in 1993, PM-International AG develops and distributes high-quality, premium nutritional supplements and cosmetics through its own brand FitLine®. It is one of the largest direct-selling companies worldwide in the areas of health, fitness, and beauty. Their international headquarters is based in Luxembourg.

More than 700 million FitLine® products have been sold worldwide. FitLine is the official supplier of numerous sports associations and national teams around the world. Over 1,000 top athletes from more than 60 disciplines and 30 nations trust in FitLine nutritional supplements. Within the framework of a unique sports marketing concept, there are corporations with the Korean Table Tennis Federation (KTTA), Korea Wrestling Federation (KWF), the Korea Professional Golf Association (KPGA), the German, Austrian, Polish, and Canadian Ski Associations (DSV, ÖSV, PZN, ACA), the German Ice Hockey Federation (DEB), the Federation of German Cyclists (BDR), the German Athletics Association (DLV), the Olympic Base Hamburg/Schleswig-Holstein (OSP), the Swiss Sliding Association (including bobsleigh), the Swiss Handball Federation (SHV) and others.

“ I FOUNDED PM-INTERNATIONAL WITH THE FULL INTENTION OF CREATING A FAMILY BUSINESS AND I AM PROUD THAT IT ALLOWS US TO BE FLEXIBLE AND ALWAYS ACT ACCORDING TO OUR VALUES. AS A COMPANY, WE MAKE LONG-TERM DECISIONS AND NOT JUST FOR THE NEXT QUARTERLY REPORT



In India, PM-International has just entered the market and set up an office in New Delhi. By doing the product registrations for its key products and selling its products, they are looking forward to growing in this fantastic market. Today, the company operates in over 40 subsidiaries in more than 40 countries worldwide. Their distribution partners and customers come from all over the world.

About the CEO & Founder

Rolf Sorg is the CEO & Founder of PM-International. He discovered his passion for direct sales when looking for a side income opportunity during his studies. In 1993, when the company he worked with went out of business, he founded his own direct sales company PM-International. Today, his main focus is on driving innovation and global expansion of PM-International.

He is driven by the idea of offering people a unique opportunity to make a free-will decision for self-employment with no risk, freedom to choose your work time, and the ability to have a lot of fun creating instant extra income.

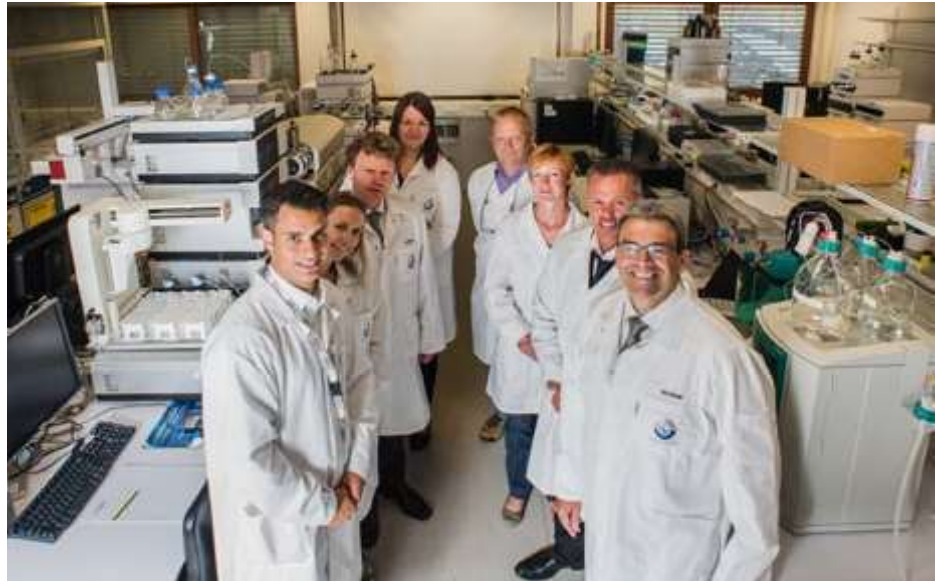
Rolf Sorg says, "I founded PM-International with the full intention of creating a family business and I am proud that it allows us to be flexible and always act according to our values. As a company, we make long-term decisions and not just for the next quarterly report."

Leading By Example

The company aims to become market leader in the development and distribution of high-quality products for health, fitness, and beauty. "We want to generate sustainable, stable growth that offers security for future generations. We are growing steadily and safely enabling people worldwide to build up an additional income independently and without risk, with flexible time management and fun at work. We just reached our 2nd billion in sales with an annual turnover of the PM-International Group of \$2.35 billion in 2021." Rolf Sorg asserts.

He adds, "Since day one, PM stands for the premium quality of our products. When it comes to our sales model, PM-International was always meant to be a business opportunity for everyone. We live by the principles 'If I can do it, you can do it too'."

The Nutrient Transport Concept (NTC®) represents the company's core competency as it delivers the nutrients exactly when they are needed and where they



PM-International Chief Scientific Officer Dr. Tobias Kühne (right) and the R&D Team.

are needed – to the cellular level, from inside and out. For PM-International, premium implies transparency and quality. To guarantee continuous high product quality, the products are regularly and independently tested by TÜV SÜD ELAB. End customers can review information about the analysis directly on the TÜV SÜD ELAB website by scanning the QR code on the product packaging. No other player in the industry offers this level of transparency.

All of the company's products are 'Made in Germany' and are manufactured according to Good Manufacturing Practice (GMP), a pharmaceutical standard to ensure the utmost purity. They also hold more than 70 patents for their products, ingredients, and technologies.

Navigating Through Last Two Years

Talking about the challenges that he and his team came across during the COVID-19 pandemic, Rolf Sorg says, "The last 2 years have shown us how important it is to act quickly. As a globally operating company, you need to know the rules of your locations and adapt your strategy in the most flexible way."

The company has taken numerous measures to support our distribution partners during this time:

Digital and retail solutions: PM-International is positioned worldwide as an online business. The PM-International distribution partners can consult their customers via video conference from home and place orders online.

SINCE DAY ONE, PM STANDS FOR THE PREMIUM QUALITY OF OUR PRODUCTS. WHEN IT COMES TO OUR SALES MODEL, PM-INTERNATIONAL WAS ALWAYS MEANT TO BE A BUSINESS OPPORTUNITY FOR EVERYONE. WE LIVE BY THE PRINCIPLES 'IF I CAN DO IT, YOU CAN DO IT TOO'

These are handled entirely by PM-International within its Customer Direct Program. As additional support, they have offered worldwide free shipping for end customers worldwide.

As part of our digital transformation, PM-International introduced PM TV last year. The online platform offers unlimited streaming of events, trainings, and information to a worldwide audience.

A secure flow of goods: During the past months, PM-International has registered an increased interest in health-related topics. They have been focusing on prevention for 28 years – not only in their product range but in all our business areas. This also includes long-term planning and conservative financial management. Thanks to a great collaboration between their research and development department



WE WORK TO IDENTIFY CHALLENGES AND DEVELOP MEASURES THAT HELP CHILDREN AND THEIR FAMILIES TO EMPOWER THEMSELVES. WITH CURRENTLY 4,000 SPONSORED CHILDREN – MORE THAN 800 OF THEM IN BUNDI, INDIA – PM-INTERNATIONAL IS THE LARGEST CORPORATE SPONSOR OF WORLD VISION



and our reliable logistics partners, they were able to secure our raw materials for six months in advance with a rolling forecast.”

The company agreed long before 2019 to digitize its services and tools and drive innovation to take a big step forward. The last few years have shown them how important it is to remain flexible and adapt to the circumstances. PM-International was founded as a family business with a focus on creating stable and sustainable growth in the future as well. They are already working decisively to get into the top 5 of the DSN Global 100 list (industry ranking), currently, they are in 10th place.

Importance of Indian Market

In any industry, innovations are essential to ensure the long-term success of the company. They are the basis of competitiveness and staying ahead of the curve. For PM-International, India has become an influential market as the Guava extract for its newest product, the FitLine C-Balance, is produced in the country. It supports carbohydrate metabolism*, balances blood sugar levels**, and is designed to help you live your life to the fullest.

“In more than 9 years of research, we scientifically identified the effect of the extract, researched it in-depth, and now it is patent-pending. On the 50-hectare farm of our partner in India, plants are cultivated, harvested, transported, and processed according to industry standards in fair working conditions. This is the first time PM-International

realized a “Farm to Fork”-concept for one of our products, controlling the whole production process from the cultivation of the plant to the final product ready for consumption. So, in fact, India is contributing a lot to the innovation in this company and we are very proud of that. Additionally, our Research & Development team is working on realizing many more projects,” says Dr. Tobias Kühne, Chief Scientific Officer of PM-International.

PM-International has been conducting research, especially in the field of bioavailability, for more than 20 years, both with its own team of scientists from the fields of nutritional sciences, cell research, and food technology, and through research collaborations with the University of Applied Sciences Upper Austria, the Vienna University of Technology, and the Luxembourg Institute of Science and Technology.

Future Endeavors

PM-International is rapidly expanding its presence around the world. Following the opening of a new branch in the UK in the summer, market openings in Bolivia, Ecuador, Costa Rica, Belgium, Indonesia, China, and several markets on the African continent are next on the agenda. The company also invested heavily in expansion in Central and South America with additional warehouses and administrative buildings.

Rolf Sorg says, “We are committed to encouraging people and creating opportunities for present and future generations. This is the bar we set for our work and our company every day.”

With their charity foundation PM We Care led by Charity Ambassador Vicki Sorg, they are making a decisive contribution to improving the living conditions of children around the world. With the help of their partner World Vision, they are focusing on a long-term improvement of living conditions through sustainable and long-lasting solutions. “We work to identify challenges and develop measures that help children and their families to empower themselves. With currently 4,000 sponsored children – more than 800 of them in Bundi, India – PM-International is the largest corporate sponsor of World Vision,” Vicki Sorg adds.

PM-International is constantly working to create more sustainable solutions through innovation. Most of their packaging is already 100% recyclable. They plan to introduce 100% recyclable product packaging for all its products by 2023. They are developing concepts together with the packaging manufacturers and always working on improving them.

Rolf Sorg concludes by saying, “Don’t be afraid to be yourself. Set a clear goal for which you can develop a burning desire. Keep your focus and infect others with your enthusiasm. Your consistency and your determination will bring you to your goal. Experiencing setbacks helps you learn important things in life. Always remember, success is a marathon and not a sprint, give yourself time and grow with your tasks.”

*Zinc contributes to normal carbohydrate metabolism
 **Chromium contributes to the maintenance of normal blood glucose levels.