

DSN

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Global 100

CELEBRATING THE **TOP DIRECT SELLING**
COMPANIES AROUND THE GLOBE

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PM-International / Global Growth on a Grand Scale

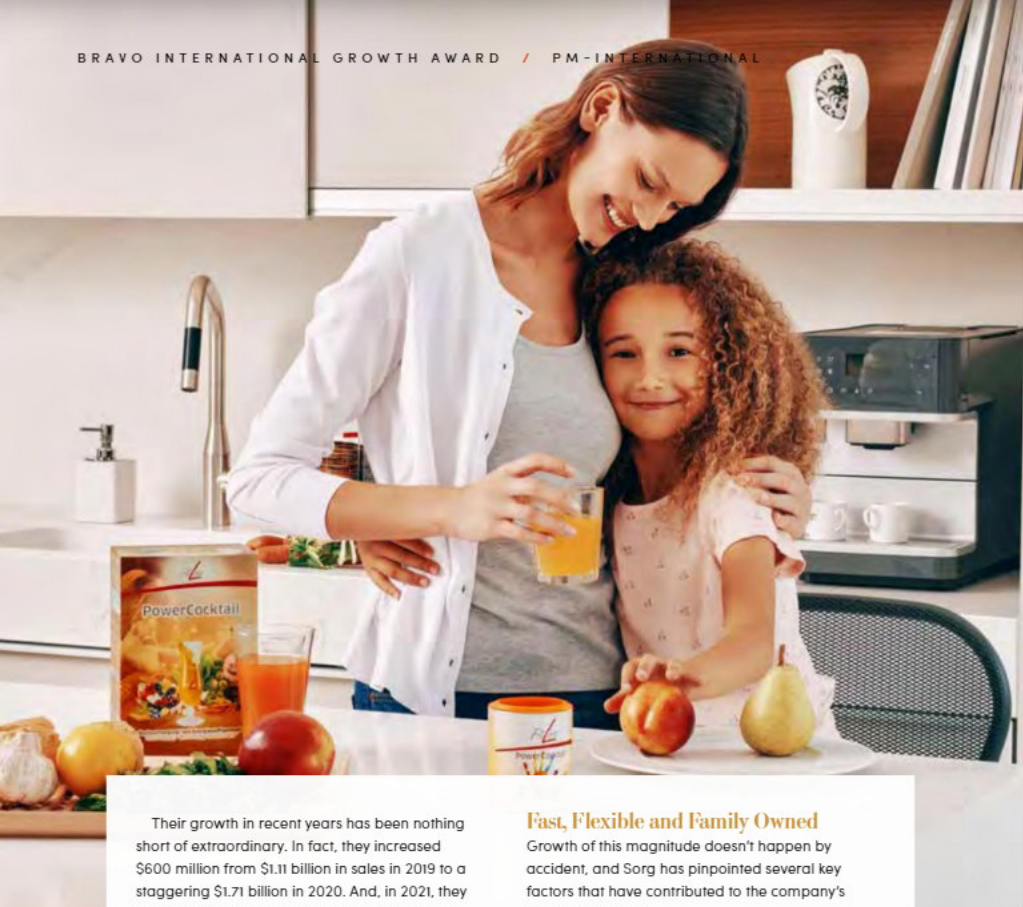
BY THE DSN
EDITORIAL STAFF

DIRECT SELLING NEWS recognizes that there are many compelling growth stories from exceptional companies around the globe. To honor and acknowledge the achievements of these global success stories, we developed the **Bravo International Growth Award**.

For the second year in a row, this award was presented to **PM-International**. This leading global brand offers premium, cutting-edge products for health, fitness and beauty. Founded in 1993, PM-International now operates in 45 countries around the world, where it helps its customers enjoy their life to the fullest.



PM-International AG



Their growth in recent years has been nothing short of extraordinary. In fact, they increased \$600 million from \$1.11 billion in sales in 2019 to a staggering \$1.71 billion in 2020. And, in 2021, they did it again—increasing more than \$671 million year-over-year, earning them back-to-back Bravo International Growth Awards, with a total of \$2.38 billion in revenue.

And PM-International has no intention of slowing down. As Founder and CEO Rolf Sorg recently shared with us, “This year, we are working towards our third billion in sales.” So, what does the future hold for this innovative, expansive company and its dynamic leadership team? We sat down with Sorg to get his thoughts on the company, the channel and what comes next.

Fast, Flexible and Family Owned

Growth of this magnitude doesn’t happen by accident, and Sorg has pinpointed several key factors that have contributed to the company’s continued success.

Expanding their product range to better meet the needs and interests of their customers has helped to bolster sales. “We registered an increased interest in topics around prevention and healthy lifestyles,” Sorg said. “To meet our customers’ needs, we have strengthened our focus in this area and launched a new product called FitLine IB5.”

But product line expansions tell only part of the story. Attitude and commitment are also important contributors. “Quick decision making combined with the burning desire and extreme commitment of our distribution partners and corporate teams have made all the difference,” Sorg said. “They are doing an extraordinary job every single day.”

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As we transition out of the pandemic era of working only from home, we enter this new chapter strengthened and with a clear focus on our next goals. —ROLF SORG



Poised for Future Growth

The future for PM-International looks incredibly bright, even in these uncertain times. “We are faced with an ever-changing situation and new challenges on a daily basis, such as ensuring stable supply chains in times of worldwide conflicts,” said Sorg. “As we transition out of the pandemic era of working only from home, we enter this new chapter strengthened and with a clear focus on our next goals.”

And those goals are crystal clear: to improve the quality of life for millions of customers and the standard of living for hundreds of thousands of people around the world. “We will continue to focus on sustainable growth. This also allows us to share our success with more than 4,000 sponsored children and their families all over the world through our charity PM We Care,” Sorg explained.

Leading with Consistency and Commitment

Several executives from PM-International attended the DSN Global Celebration, and Sorg shared his thoughts on winning this prestigious award on stage. “I feel very honored to receive this award for the second year in a row,” he shared. “In these challenging times, we really have adapted to circumstances with a high team spirit, strong commitment and outstanding work attitude.”

But PM-International is not resting on its laurels and is looking to build on their momentum and reputation. “One of my personal goals is to improve the image of our industry. Direct selling is a great opportunity for everyone, and we want to lead by example. We want to be known as a successful direct selling company based on values,” Sorg shared. **DSN**

That quick decision-making has manifested itself in numerous ways. PM-International is laser-focused on doing everything possible to support their field. According to Sorg, “We have moved with the times and found fast and flexible solutions in supply chain management and digitalization of our services. We also invest permanently in our logistics and our locations. As a family-owned-and-operated business, this allows us to stay flexible and make value-based and long-term decisions.”

Continued international expansion is also a key component of the Luxembourg-based company’s future plans. “We just opened our new subsidiaries in Portugal and the U.K. and plan eight more in 2022, including China, Indonesia, Vietnam, Hungary, Colombia and New Zealand,” Sorg shared. “We are also looking into expansion on the African continent, starting from Morocco and Ivory Coast. Plus, we’re investing in our American infrastructure with new branches in the north and west regions of the U.S.”