

# PM-International AG

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PM-International

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## PM-International Celebrates its 25<sup>th</sup> Anniversary

*World Management Congress attended by 13,000 participants / Launching a world innovation: FitLine Omega 3 Vegan with the unique microSolve® technology*

Luxemburg, Schengen, June 11, 2018



PM-International AG marks its 25<sup>th</sup> anniversary with a two-day celebration at the Schwetzingen Palace and the SAP Arena Mannheim. More than 13,000 guests, partners, and employees from all over the world travelled to Germany to follow the invitation of PM-International, one of the leading direct marketing companies for health, wellness and beauty worldwide.

On Friday, an evening gala at the Schwetzingen Palace kicked off the anniversary weekend, followed by the World Management Congress at the SAP Arena in Mannheim on Saturday. In an inspiring keynote address, company founder and CEO Rolf Sorg pointed out the team effort behind PM-International's global growth momentum and painted a clear vision for the future.

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„25 years PM-International, that means 25 years of passion for premium quality, top-performance, innovation, and product safety. I am very proud of our success. We owe it first and foremost to our dedicated clients, Team Partners, and employees that trust us and grow with us. Many of them have been doing so for more than two decades. We would never have made it this far without them and for that I am deeply grateful. However, they say if you don't go forward, you go backwards. The direct marketing sector is growing at a rapid rate globally and I am not even thinking about leaning back and relaxing at this stage. I want to continue this journey and see how our products, our concept, and the people behind it keep on creating well-being and opportunities worldwide”, says Rolf Sorg.

Another highlight was the worldwide launch of PM-International's latest innovation, presented by Chief Scientific Officer Dr. Tobias Kühne: *FitLine Omega 3 Vegan with the unique microSolve® technology*. The plant-based nutrition supplement is extracted from microalgae instead of the commonly used fish oil. This is an organic product with a great taste. PM-International Charity Ambassador Vicky Sorg gave an update about the company's long-term cooperation with NGO World Vision, including the aim of sponsoring 1,800 children until the end of 2018. Inspiring show acts completed the anniversary program.

PM-International has come a long way since 1993, when Rolf Sorg founded it in Limburgerhof, Germany. 25 years later, the company markets its premium quality products in more than 40 countries around the world. Strategically and economically, the course is set for the next 25 years. Currently, PM-International is extending its business on the Asian continent and working on new product innovations.

**About PM-International AG:** PM-International AG is one of Europe's largest direct marketing companies in the areas of health, wellness, and beauty, based in Schengen, Luxembourg. In 2017, the corporate group registered a total turnover of 632 million US-Dollars, corresponding to an increase of 37.2 % compared to the previous year.

Founded in 1993, PM-International AG develops, produces and markets high-quality, premium dietary supplements and cosmetics through its own brand FitLine® – many of which have a patented technology. The Nutrient Transport Concept (NTC©) represents the company's core competency: it delivers the nutrients exactly when they are needed and where they are needed – to the cellular level, from inside and out. To guarantee a continuous high product quality, the products are regularly and independently tested by TÜV SÜD ELAB. End customers can review the analyses directly on the TÜV SÜD ELAB website, by scanning the QR code on the product packaging. No other competitor offers this level of transparency.

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More than 400 million FitLine® products have been sold worldwide. Many customers, including several top athletes, regularly make use of FitLine® products. At the same time, the corporate PM-International group is the official supplier of numerous large sports associations, such as the German Ice Hockey Federation (DEB), the German Ski Association (DSV), and the Austrian Sports Aid (ÖSH).

Further information can be found under: [www.pm-international.com](http://www.pm-international.com)

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