

## Simple. Successful.







### WELCOME

## A great opportunity for more freedom and independence

It all started with a clear vision, paired with a heap of dreams, and a lot of hard work.

Founding PM-International 27 years ago laid the foundation towards materializing my vision for a company and fulfilling many dreams. It was a particular concern of mine to give everyone the opportunity to become financially independent, regardless of their social or professional background, just like it was given to me.

With the help of our innovative products, you can start a new, exciting journey. Fulfill your own dreams and set your own goals with PM-International.

Together, we hold the key to a brighter future. Whether you are thinking of an

additional income or your own business, PM-International allows you to become a part of one of the fastest growing markets of the 21st century. Whatever your personal goals are, you are welcome to, be part of the PM-International family and join us on our journey to worldwide market leadership in the development and distribution of high-quality products for health, fitness, and beauty.

Parf Sur Rolf Sorg

Founder & CEO of PM-International AG



YOUR SUCCESS WITH PM-INTERNATIONAL

Behind every great achievement stands a dream that has become reality." The way to a better future is to create it."



### VISION

# Worldwide market leadership in the development and distribution of high-quality products for health, fitness, and beauty.

PM-International set out to take the lead in the international distribution of premium, cuttingedge products for health, fitness and beauty - from inside and out.

The foundation of PM-International's success starts with a unique product philosophy. We develop innovative products that clearly contribute to what everyone desires:

- Better quality of life thanks to improved well-being and better performance
- Greater enjoyment of life through an improved and more youthful appearance

We focus on the premium segment of the market and innovative product concepts that stand out from the rest of the market.

Our distribution system guarantees the success of the company by rewarding everyone who contributes to its prosperity.

### COMPANY

## A solid company, ranked among the best worldwide

Economically independent, PM-International possesses a sound financial base. Our equity ratio is over 60% – about twice as high as the average equity capital of other medium-sized companies, which rates it triple A+.

Rapid and stable company growth is definitely an attention-getter. Based on our significant and growing revenue, since 2011, PM-International has been recognized as one the Top 100 Direct Sales companies worldwide (out of approximately 22.000 companies), ranked 13<sup>th</sup> in 2020.

## dun & bradstreet

Dun & Bradstreet, one of the world's leading business information companies, rates PM-International with 99 out of 100 points.\*\*

PM-International was elected as one of the TOP 100 most innovative German companies more than 15 times since 2002.

PM-International was crowned "Company of the Year" by the Network Marketing Magazine Netcoo in 2013/2014 and again in 2018/2019. In 2018, 2019 and 2020, PM-International received the German Brand Award for outstanding brand management.

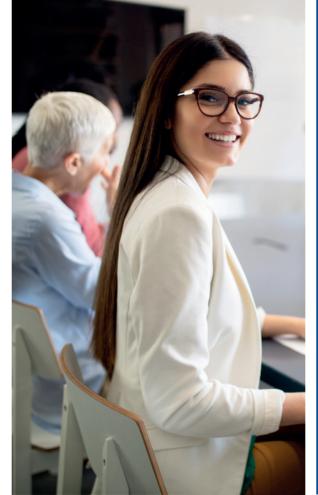
\*\* as of May 2019











Only extraordinary, outstanding accomplishments lead to success and find the approval of experts"



### Member of the WSDA

PM-International is also a member of the WFDSA (World Federation of Direct Selling Associations). All members commit to comply with specified standards of conduct in the interest of customers and Team Partners.

Moreover Rolf Sorg was elected to the WFDSA CEO council by his peers, where he helps shape the future of Direct Selling around the world.

Ascertained among those companies taking part in the fee-based competition.

Growth is no coincidence, but the result of an investment into the right thing at the right time."



### COMPANY

## A family business

PM-International is a direct sales company in the areas of health, fitness, and beauty.

We offer premium quality nutritional supplements for the inside with FitLine (basic and specific supplementation, weight management products, sport products) and cosmetic products for the outside, with FitLine med and skin.

Founded in 1993 by Rolf Sorg, PM-International understood how to combine the exact key elements that make up a successful company: unique and innovative product concepts as well as highly efficient network marketing.

This made PM-International rapidly and significantly grow to reach an annual

turnover of US\$ 1 billion in 2019, and become one of the world's top 25 direct sales companies, based on revenue.

Despite the astounding growth rate and its current size, PM-International has remained a family business.

Founder and CEO Rolf Sorg has not only stayed on top of the strategic focus since the beginning but he is also involved in decisions affecting the day-to-day life of thousands of distributors all around the world.

## 27 years of excellence



Charity Program started

Scientific Advisory Board founded



PM launched as PM Cosmetics GmbH



Cooperation with Network Legend Lawrence Thompson ceremonially celebrated



First FitLine food supplement product, Q10



Elected as one of Germany's TOP 100 most innovative companies for the first time\*

Ascertained among those companies taking part in the fee-based competition.



Expansion



100 million euro annual sales



30<sup>th</sup> Market



1 billion US\$







Company of the Year 2018 / 2019



Official opening of Headquarters Luxembourg and



<u>'93</u> <u>'94</u> <u>'95</u> <u>'02</u> <u>'03</u> '00 *'*18 '08

### COMPANY

## A global player

The PM-International Group is well positioned worldwide, with over 40 subsidiaries and distribution partners in over 40 different countries.

The company's International headquarters is based in Luxembourg, with regional Headquarters in Europe, Asia, and Americas.



International Headquarters, Luxembourg



Headquarters Europe, Germany



Headquarters Asia-Pacific, Singapore



Headquarters Americas, Florida, USA









- Country in pre-launch phase
- Shipments for personal use only available (FPO)

### **PRODUCTS**

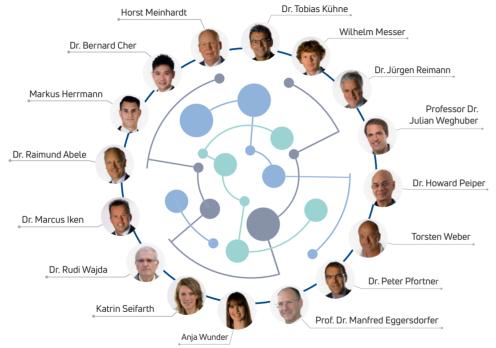
## Competencies

The Scientific Advisory Board includes qualified experts with diverse backgrounds. Every expert contributes to our product quality. Starting with the formulation, right down to production processes.

With their expertise, PM-International ensures that the products always fulfill the highest quality requirements.







### Dr. Tobias Kühne

Chief Scientific Officer for the FitLine product line at PM-International, expert in natural medicine, nutritional and sports medicine.

#### Horst Meinhardt

Developer of and expert in cosmetic formulations and process technology.

#### Dr. Bernard Cher

Asia Pacific Director of Science. Expert in biological science, human physiology, science communication, nutrition, beauty, and product development.

### Dr. Jürgen Reimann

Sworn expert for definition of Pharmaceuticals, food and nutritional supplements.

### Markus Herrmann

Manager Product Development and Laboratory. Business Chemist with focus on the development of product concepts for nutritional supplements.

#### Dr. Raimund Abele

Head of Product Safety at PM-International.

#### Dr. Marcus Iken

Manager Research and Science at PM-International, Doctor of ecotrophology, nutritional scientist, international speaker.

### Dr. Rudi Wajda

A graduate chemist. Developer of carrier systems based on natural products for cosmetics and food supplements.

### Prof. Dr. Manfred Eggersdorfer

Professor for Healthy Aging with focus on the impact of inadequate intake and status of micronutrients on health and well-being. Former head of Nutrition Science & Advocacy at DSM Nutritional Products.

### Katrin Seifarth

Management trainer, expert in marketing and brand development.

### Anja Wunder

Director of the FitLine cosmetic product line at PM-International.

### Dr. Peter Pfortner

Attorney at law specializing in foodstuffs and cosmetics.

#### Torsten Weber

Director Sports Marketing at PM-International.

#### Dr. Howard Peiper

Doctor of naturopathic medicine and supplement formulation expert.

### Professor Dr. Julian Weghuber

Professor in Molecular Cell Physiology and Pl.

### Wilhelm Messer

Director of Product Development for the FitLine product line at PM-International.

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AT PM, WE CARE

### Commitment for a Better World

PM-International commits to changing people's lives for the better. We put this principle into practice even beyond our day to day business.

We share the value of building a sustainable future with the relief, development, and advocacy organization World Vision. Our long and trusted partnership has dedicated itself to helping children, their families and whole communities around the world, including Ghana, Cambodia, and India. Currently, we are happy to sponsor

2,300 children with a total donation sum of 648,000 EUR for 2019.

Every product sold by PM-International gives children an "Hour of Life" and better chances while growing up. We hope to continue to expand our charity cooperation to sponsor at least 10,000 children one day, because we believe in helping them shape our future.





Giving is not just about making a own donation. It's about making a difference in the world."

**VICKI SORG** 



### **BEST RESULTS**

## The Nutrient Transport Concept (NTC®)

PM-International focuses on innovative product concepts that stand out from the rest of the market.







As a result of our consistent innovation management, we own more than 70 national and international patents and have 20 patents pending.

Our core competence is the NTC® – The Nutrient Transport Concept.

Our products are manufactured with the exclusive Nutrient Transport Concept (NTC®) that delivers the nutrients exactly when they are needed and where they are needed – to the cellular level, from inside and out.

This concept supports optimized nutrient intake by increasing nutrients' bioavailability.





### COLLABORATIONS

## Working with the best

In 2016, PM-International AG signed a strategic collaboration agreement with the Luxembourg Institute of Science and Technology (LIST), a Research and Technology Organization that develops advanced technologies and delivers innovative products and services to industry and society.

In 2019, PM-International substantially contributed to the creation of the Josef Ressel Zentrum at the University of Applied Sciences Upper Austria. Thanks to these cooperations, PM-International will significantly advance its research and development activities with the aim of developing innovative bio-based supplements for health, fitness, wellness and beauty product lines.

### **PRODUCTS**

## **Highest Quality**

PRODUCT QUALITY independently tested regularly by TÜV SÜD ELAB

Premium, for us, implies transparency and quality. This is the reason why our product quality is independently tested regularly by TÜV SÜD ELAB.

As an independent laboratory service provider with a long standing experience in food-, water-, and environment-analyses, TÜV SÜD ELAB assists us with professional counsel for the quality assurance of our products.

The independent analyses of selected parameters performed by TÜV SÜD ELAB on a regular basis complement our own product controls and help us to improve the quality of our products even more.









### PRODUCTS

## Maximum Safety

All of our products are "Made in Germany" and are manufactured according to GMP guidelines (Good Manufacturing Practice), a standard of the pharmaceutical industry. This guarantees the utmost purity and maximum quality.





All FitLine nutritional supplement products are on the Cologne List®. That list publishes products that have been tested by one of the World's leading laboratories for analyzing nutritional supplements for doping substances. More information can be found under: www.koelnerliste.com

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### **PRODUCTS**

## Safe for Sports

Many top athletes trust in the FitLine nutritional supplements and FitLine is the official supplier of numerous sports federations and national teams.

Athletes, federations, and teams value our commitment to product safety and feel confident that the compilation of high-quality ingredients helps them to reach new levels of high performance.

The nutritional supplements, used by professional athletes to optimize their fitness, endurance, and performance, are also the right choice for every other health-conscious and performance-oriented person. The FitLine products are very popular among top athletes all around the world, also because they have been tested for doping substances and registered on the Cologne List®\*.

In particular, they value the taste, the tolerability, and the positive results they are able to achieve with the FitLine products.



All FitLine nutritional supplement products are on the Cologne List®. That list publishes products that have been tested by one of the World's leading laboratories for analyzing nutritional supplements for doping substances. More information can be found under: www.koelnerliste.com



## WHAT DO FIRST-CLASS ATHLETES MOST APPRECIATE IN FITLINE?\*

- ✓ Enhanced product reliability, among other aspects: its presence on the 'Koelner Liste®' ('Cologne List®')
- ✓ Ideal effectiveness
- ✓ Best tolerability
- ✓ Good flavour
- ✓ Comprehensive product range
- ✓ Great credibility through recommendation from other top athletes
- \* internal survey of over 200 first-class sportspeople.

## The Professionals' Secret

Top athletes in more than 50 different disciplines, from more than 20 countries, trust in the FitLine products and are convinced by their results.



Achim Heukemes
Extreme sports
Vice World Champion of the 24h Time Trial
and Duathlon (Masters)



Master Ho-Ro-Bin Wushu Master Multi Wushu Asia Champion



Christian Schwarzer
Handball World Champion

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## 20 Years FitLine Facts

- The FitLine products have been firmly established in top performance sporting activities for 20 years
- 89% of all top-class sportspeople confirm a rapid recuperative regeneration after intensive sporting activities and loadings\*
- 83% of top-class athletes achieve improved concentration\*
- 80% of top-class athletes notice a fortification of their immune system\*
- **80%** of top-class sportspeople were able to stabilise their performance level\*
- (after 90 days of consumption of the FitLine products; internal study).



### Mario Zwingmann

World Fitness Federation Pro Athlete World Fitness Federation Mr Universe 2017

"I use Restorate after my workouts or before bed. Magnesium and other great vitamins improve my regeneration during sleep."











### Carolin Schäfer Athletics Vice World Champion Heptathlon

"Thanks to the FitLine products, I feel optimally supported during the heptathlon. I feel energized and have a guicker regeneration during the night."



### Philipp Kohlschreiber

Tennis

Davis Cup Player

"As a tennis pro I travel almost the whole year and sometimes it is not easy to eat a balanced meal. With the products from FitLine I have the optimal supplements."

























FitLine

## The foundation for health, fitness and beauty

FitLine nutritional supplements: supplied from morning till night

Formulated with the exclusive NTC®. our FitLine nutritional supplements help you to better cope with the challenges of everyday life and contribute to your fitness and performance goals, even at an advanced age.

The immune and circulatory systems, as well as the heart functions,

are supported. There is also an immediate increase in performance and concentration, accompanied by visible signs; such as radiant skin, hair, and nails.

This makes FitLine indispensable for a successful anti-aging strategy.













The greatest wealth is health."



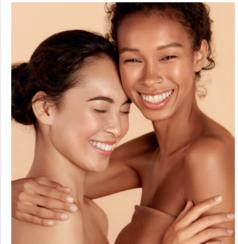




Beauty is the illumination of your soul."







FitLine

## Beauty from the Inside Out

FitLine skin offers a harmonized range of high-grade cosmetic products with our exclusive NTC® for a visibly younger complexion and noticeably smoothing care.

Formulated with scientific intelligence, our cosmetic products help prevent premature aging and wrinkles will be noticeably reduced.

FitLine med products are made for special needs and offer a targeted solution. With the power of our

pioneering product innovations with our exclusive NTC®, you will experience optimal results.

The natural ingredients ensure the greatest possible dermatological compatibility.



Success requires feeling the pulse of the market and addressing the needs of customers."



### **BUSINESS MODEL**

## A successful concept

The distribution system chosen by PM-International deliberately abandons traditional distribution methods and relies instead on direct contact with the consumer. This allows first-hand communication of product advantages and results with customers.

Professor Dr. h.c. Lothar Späth
(a former Minister President in Germany)
described the successful concept of
PM-International as follows:

"Due to its marketing network that relies on independent distributors, the company is at the heartbeat of the customer". He added: "This allows direct communication and fast response to the market needs."





### **BUSINESS MODEL**

## A fair and reliable compensation system

With PM-International, everybody has an equal opportunity to generate additional income, regardless of their social status, job, training or financial status. The only thing that matters is your willingness and desire to work.

Our distribution partners are free to invest as much time and energy into their activity with PM-International as they want, and there is nearly no limit to how much extra income they can generate.

The independent distribution partners are entitled to the support of a global team of experienced trainers, a network of subsidiaries and a tailored training program. Other benefits include

incentives such as car and travel programs.

The German Appeals Court in Frankfurt officially confirmed the legality of the PM Marketing Plan on May 19, 2011.

In 2013, PM-International was rated for the first time by the German Association for Technical Inspection (TÜV Hessen) as certified Direct Sales. The certification is verified once a year. OLG Frankfurt, Urteil vom 19.05.2011, Az. 6 U 286/10

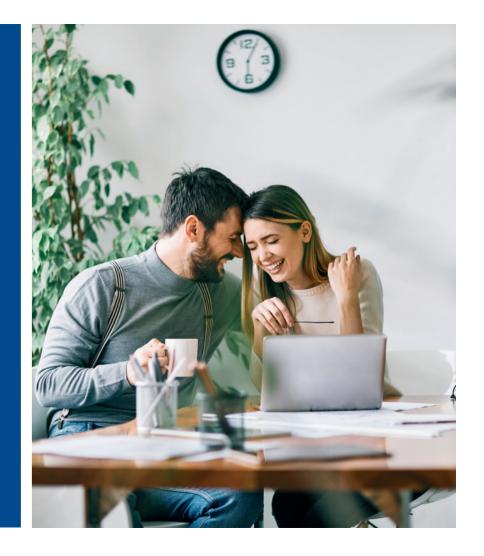
Rechtmäßigkeit des PM-Marketingplanes gerichtlich bestätigt.

The legality of the PM Marketing Plan has been confirmed by a court of law.

Regional High Court Frankfurt, Germany Judgement May 19, 2011: Az. 6 U 286/10

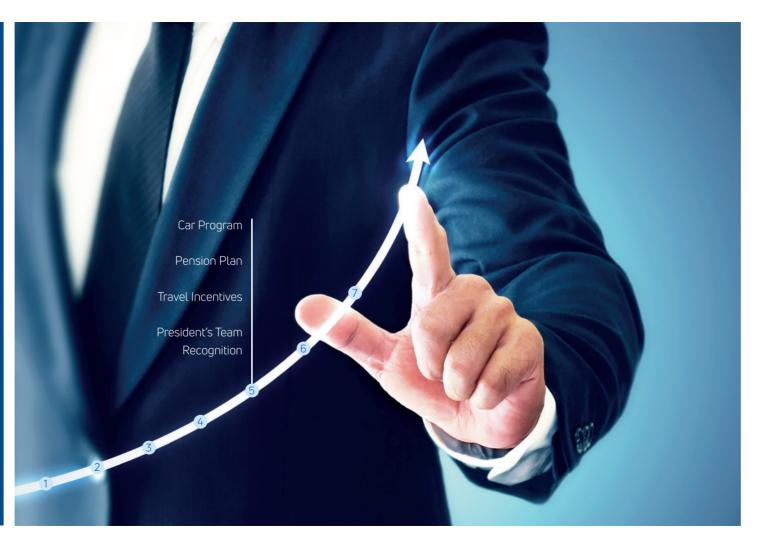


You cannot become a legend for what you say. You can only become a legend through what you do.
You can do it."



### AVERAGE INCOME

- 7 President's Team (8.000 €)
- 6 Executive Vice President (3.500 €)
- 5 Vice President (2.000 €)
- 4 International Marketing Manager (1.000 €)
- 3 Marketing Manager (500 €)
- 2 Sales Manager (300 €)
- 1 Manager (150 €)



### **BUSINESS MODEL**

## The Marketing Plan

A simple and fair business plan to build your own business with PM-International to become an independent entrepreneur.

Earn your way to the top and take full responsibility for the time and energy you invest into your business. Adapt your new business to your lifestyle and decide for yourself if you want to go full-time or part-time with PM-International.

With the innovative FitLine products and our USE – TALK - DEMO concept you

have everything you need to start your success story today. Everybody can do it independently from their education or profession. Risk-free, no strings attached. Earn 6 or more incomes simultaneously and take advantage of our luxurious car program and our exotic travel incentives.

### **BUSINESS MODEL**

## A simple successful system

Success in direct sales is not a matter of luck and those who show extraordinary success deserve to be supported in a special way.

PM-International will provide you with regular training and sales academies.

These events serve to transfer the know-how and experience of our most successful people, motivate to further success and support the development of your skills in direct sales.

Once a year, PM-International organizes very special trainings, our so-called Leadership Training, and World Management Congress, for its top distributors to take them to even greater heights.







If I can do it, you can do it."

ROLF SORG – FOUNDER AND CEO **BUSINESS MODEL** 

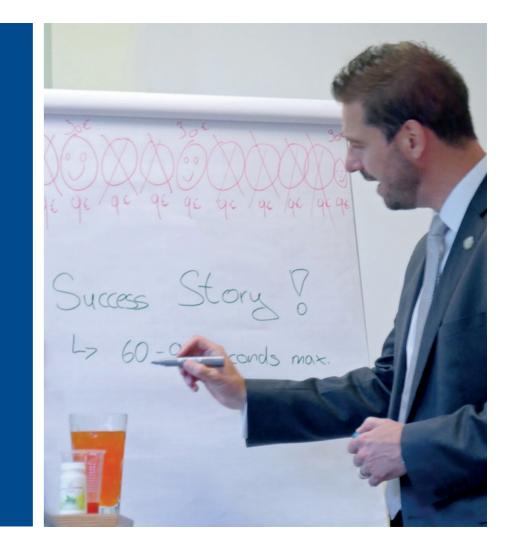
## A highly supportive training program



The 7 Proven Steps to Success!

LEADERSHIP

TRAINING &



My dreams drive me!"



### THE ADDITIONAL BENEFITS

## Car Incentive

Starting with the distributor level IMM (International Marketing Manager), you are eligible for the free car leasing program. We offer a company car that can be used for both your business and privately – at top conditions.

Distribution partners may have the exclusive opportunity to drive the car of their dreams. The higher the distribution partner level, the more upscale the company car can become.





### THE ADDITIONAL BENEFITS

### Travel Incentive

Join us on a free holiday with PM-International's travel incentives!

Embark on the holiday of your dreams and experience amazing beaches, beautiful sunny spots, crystal clear water, unforgettable romantic sunsets, vacations with friends as well as relaxation and experiences at the highest level – all completely free.

Every PM-International's travel incentive is unique, whether you join us to the most coveted resorts with our Europe Tour, to exotic, unbelievably beautiful locations with our World Tour, or even to Rolf and Vicki Sorg's private villa on the French Riviera for your personal recognition. "We are PM!".

















Excellent performance deserves a special reward."

































### **Testimonials**

When we strive to become better than we are, everything around us becomes better too."

PAULO COELHO





"I was immediately fascinated by the quality and the power of the products. Due to this I was able to earn around 1.000€ in my first month just sharing my excitement with a lot of costumers and people who looked for opportunities like this PM has become more than a job, it is a passion. I can now travel the world, having a great team in more than 15 countries. The products have changed my life, but especially that of my customers and the people I love. The opportunity gives me the chance to help other people changing their lives, having freedom and pleasure. It does not matter what background they have; everyone can become successful and this is most important to me. Today I have an income that gives me the chance to live a life that I always dreamed of."





"I used to be a kindergarten teacher. I was always busy at work and had to work overtime. Juggling between work and the responsibility as a wife and mother, I did not have time to take care of myself. In 2016, I tried Fitline products. In just three months, my body got a lot better. My husband was very supportive of my PM career as he has seen the changes in my health and his own. Together, we started to share with my friends and family and we were earning 1.000€ in the first month. We started to share our success. and PM's amazing business opportunity. PM changed our lifestyle. We now have our own business and reached financial freedom. The 2019 epidemic made us even more aware of the importance of a healthy body. PM's Autoship program allowed us to enjoy a stable income. We believe that if we can do it, anyone can do it."



Sunny B.
Pinyin
Information
Security Engineer &
Social Entrepreneur
51 uears old

"My name is Sunny B. Pinyin, originally from Cameroon, Central Africa, I am a Information Security Engineer and Social Entrepreneur out of the New York/ New Jersey metro area. I started with PM. in November 2019, after a brief conversation with a great friend of mine. He sent me a few sachets of the FitLine products to try. By my second day of taking both the Powercocktail and the Restorate, I could feel the difference. The next 2 weeks I decided to draw up my plan of action. Once I traveled to the Headquarters of Americas and met with the corporate team, my business skyrocketed. I was able to make a little under US\$300 my first month. As the days went by, I became even more passionate and excited about the possibilities. I am really having the time of my life as a PM Team Partner."



Karen Wong Housewife 42 years old

"I have been a housewife for more than 10 years before starting my PM business. I started taking Fitline products because my health was deteriorating, and I was looking for products to help improve my health. After taking the products, my friends and family also started to notice mu results! Through sharing the products. I earned 500 € within just 6 months. The people I introduced the products to were so thankful for their results. This motivated me to continue my PM husiness. Lam so excited because of the extra income for my family and I decide how much time I want to spend with mu PM business. Thanks to PM, my health has improved, we are financially stable, and I get to travel with my husband."



Simonetta Tortore & Gianluca Pegolo Bank Employee & Engineer 41 & 42 uears old

"We met FitLine 5 years ago and we immediately understood that it could also be the right way to improve our economic situation. I (Simonetta) had quit from a permanent position in the bank because I didn't want to get to the pension by staying 8 hours in the office every day. I (Gianluca) am an engineer who had a small company for 12 years, but there was more problems than satisfactions. With PM we started earning the first money by recommending the products we used: in less than a month we earned 400 €, which allowed us to pay some arrears. We went ahead and now we have a team of people who do what we do. PM has given us the opportunity to find our redemption, not only on an economic level, but also as a way of life. And if we can do it, everyone who wants to change it's life for the better can do it!"



Peter
Uhl
Technical Business
Economist
56 uears old

"My name is Peter Uhl, I am 56 years young. As a technical business economist I live in Radolfzell on the beautiful Lake Constance. 2 ½ years ago I came across the great products of FitLine and I achieved very good results within a very short time. I developed a great, small team and within 3 months I was IMM. I already earned 700 € at that time. Apart from my main profession, I continued to expand my business with PM to save money for my retirement. Today, I am VP and I picked up my own company car end of March. Many thanks to PM!"



Akemi
Yoshida &
Isamu Yoshida
Housewive &
Self Employed
58 uears old

"Before encountering PM, I was working part time, which often took up the entire day. I did not have enough time and energy to spent quality moments with my loved ones. My first encounter with PM came when I was invited to a business presentation and experienced for myself the good effect after drinking the products. I started sharing about the products and business with my friends and even went back to my hometown to promote PM to everyone. Our first income was about 1.000 € within the first 3 months. It was a stable income that I did not enjoy previously. With all the hard work put into my PM business, I have been blessed with meeting even more good working partners, leading me to make a generous income. Now, I can make 10 times as much as I did with my old part time job without having to invest as much time as before."



Andrea Walker Mother 47 years old

"Mu name is Andrea Walker and I am a mother of a 10-year-old son. In 2017 a friend recommended the products to me. After a short time I've noticed great results. I started talking about the products enthusiastically and almost 3 months later I took the decision to build mu own business. PM convinced me with the many motivated, open-minded people and their stories, the team spirit filled with respect and appreciation, as well as the practiced company philosophy. I wanted to work from home, be with my son and manage my time independently. After almost one year I reached the level of IMM, ordered my own new car and was invited for one week of free holidays. Today, I earn just as much as in my previous job but I have less work and I support people on their way to financial freedom."



JongWon Kim Office Worker 44 uears old

"Hello, I am JongWon Kim, I was an ordinary office worker for 16 years, before I started with PM. As I went through frequent night shifts with lots of drinking with my colleagues, my health got noticeably worse. Therefore, one of my friends introduced me to Activize. I loved it right away. PM products are amazing in terms of quality and cost-effectiveness, so I introduced the products to my family and friends. By doing so, I was able to build my own PM Business, and was able to guit my former job. With many helps, my business grew very fast, and I was able to earn more than 1.000€ within just two months. Currently, I enjoy the time and economic freedom that PM was able to grant me. I am looking forward with the future and I firmly believe PM will lead to me to a long-lasting happy life with my family. Thank you."



Family
Kaltschmidt
Employee in Public
Service & Craftsman
35 & 38 years old

"We are the Kaltschmidt familu. I'm Claudia, 35 years old, and I'm Dennis, 38 years young. We are married and have 2 small children and live in Königsosterhausen near Berlin. I (Claudia) am an employee in the public service. I (Dennis) am a craftsman and 2 1/2 uears ago we started our business with PM-International because we simply have great product results and we enjoy passing this opportunity on to nice and likeable people. I (Dennis) have reached IMM level now and earned 1.220 € and I (Claudia) am MM and I earned 517€. We drive a free company car. We are in the pension scheme and this year we are going on a free holiday for the 2nd time. It wasn't always easy but we learned from our mistakes. Stay strong and continue. We have a super great team now and we are incredibly grateful for that."



Ruby Guzmán Pharmaceutical Chemist 37 years old

"My name is Ruby Guzmán, I am 37 years old and I own an independent local Drugstore in Calama since 7 years, where I develop my profession as pharmaceutical chemist, homeopath, cosmetologist and beautician. I was recomended FitLine Products in October 2017. I bought the products because Gemany is their origin country, which gave me security. When I began to drink the products I felt amazing and full of energy. I also felt more focused, started to sleep better and woke up more recovered. I started recommending them to my family, friends and all the people I met. After 5 months I had earned my first extra US\$ 500. Today I absolutely know that PM is the great opportunity of my entire life and that I will fulfill all my dreams."



### PM-INTERNATIONAL AG

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