

# PM-International AG

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PM-International

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## PM-International supports humanitarian aid in Ukraine with 1 million Euros

Schengen, March 23<sup>rd</sup>, 2022

PM-International is providing an emergency aid fund of 1 million Euros for refugees and affected people from Ukraine. "Now is not the time to talk, but to act. Our thoughts are with the people in Ukraine," says company CEO & Founder Rolf Sorg.

Vicki Sorg, charity ambassador of the family business, is working with her team for weeks to procure and distribute relief supplies and support refugees: "We immediately sent the first deliveries of medicines, hygiene articles and food on their way. We want to help quickly and in solidarity as well as support the people from Ukraine in the long term."

Among other things, the company has delivered over 75 pallets of humanitarian aid to Ukraine and the surrounding border regions. Additionally, the PM-International team brought more than 50 refugees, including many children, safely to Germany so far and supported them upon their arrival.

Further projects are being planned. PM-International also supported the children's aid organization World Vision in setting up 15 child-friendly spaces in the Ukrainian-Romanian border area. Here, children refugees find a safe place to rest, can process their negative experiences, and develop a sense of normality again through playing and educational offers.

PM-International's customers and partners have supported the company's emergency relief efforts with additional donations of 77,000 Euros to date. In addition, the company has released another 1 million Euros for a campaign with its partners, which is aimed to donate an additional 1 million meals in the form of energy bars.

**About PM-International AG:** PM-International AG is one of the world's largest direct selling companies in the areas of health, wellness, and beauty, based in Schengen, Luxembourg.

Founded in 1993, PM-International AG develops and distributes high-quality, premium nutritional 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 ELAB Analytic. End customers can review information about the analysis directly on the ELAB Analytic website, by scanning the QR code on the product packaging. No other competitor offers this level of transparency.

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More than 700 million FitLine® products have been sold worldwide. Well over 1,000 top athletes from more than 60 disciplines and 30 nations trust in FitLine nutritional supplements and FitLine is the official supplier of numerous sports associations and national teams. Within the framework of a unique sports marketing concept, there are cooperations with 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 Swiss Sliding Association (including bobsleigh), the Luxembourg and Swiss Handball Federation (FLH, SHV) and others.

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

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