

PM-International AG

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PM-International

PM-International Wins Five Bravo International Growth Awards in a row at "DSN Global 100" Celebration

Dallas, TX/Schengen, 27th of March 2025

PM-International, one of the world's leading direct selling companies in the field of health, fitness, and beauty, announces its fifth consecutive win of the prestigious **Bravo International Growth Award** during the Direct Selling News (DSN) Global 100 celebration.

The **Bravo International Growth Award** recognizes the fastest-growing international direct selling company based on revenue performance. PM-International has reached a major milestone in 2024, with retail sales in the PM-International Group growing to \$3.25 billion. This secures the company's #6 position in the current "DSN Global 100" ranking of the world's top-selling global players in its industry.

Empowering Distributors for Success

The family-owned company's continued expansion into new markets, groundbreaking product innovations, and commitment to supporting its distributor network have been key to securing this achievement.

For Rolf Sorg, PM-International's CEO & Founder, the recognition belongs to PM-International's global community of distributors. "This award is more than a recognition of our business success; it's a reflection of the hard work, commitment, and burning desire that our distributors bring to their work every day," he said.

Rolf Sorg has been driving the company's success since 1993 with a strong commitment to the core values of direct selling. "For more than 31 years in a row, PM-International is growing – and we have big future plans. This growth is all thanks to our distributors. All I can say is: They are at the right place, at the right time!", says Rolf Sorg.

Commitment to Innovation and Investment in Further Growth

PM-International's success is deeply rooted in its strategic investments in research, development, and scientific innovation of their FitLine products. The company maintains

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strong partnerships with renowned research institutions and universities to offer its customers products that are backed by cutting-edge science and deliver optimal results.

In addition to product innovation, PM-International has prioritized their infrastructure expansion to ensure sustainable growth. This year, the company invests more than \$22 million into new facilities in Americas, marking a significant step toward further international growth.

The "DSN Global 100" list is published once a year by the US trade magazine "Direct Selling News". It provides an overview of the global development of the industry, not only for its members but also for researchers, investors and – most important – those seeking a side income opportunity within the industry.

About PM-International:

Since 1993, PM-International develops and distributes a premium range of scientifically formulated products for health, fitness and beauty under its FitLine® brand – many of which have a patented technology.

More than 900 million FitLine® products have been sold worldwide. Headquartered in Luxembourg, the family business distributes its products from over 45 subsidiaries on 6 continents.

The exclusive Nutrient Transport Concept (NTC®) represents the company's core competency and over 30 years of experience in product development: it delivers the nutrients when they are needed and where they are needed – to the cellular level, from inside and outside. To guarantee a continuous high product quality, the products are regularly and independently tested by ELAB Analytics GmbH. Via the QR code on the packaging, consumers can directly review information about the analysis. We believe that PM-International is still the only company that offers this level of transparency.

More than 1,000 top athletes from over 85 disciplines and 40 nations trust in FitLine products. FitLine is the official supplier of numerous sports organizations and national teams, such as the ATP Tour for men's elite tennis, the German, Austrian, and Canadian Ski Associations (DSV, ÖSV, ACA), the German Cycling Federation (BDR), the German Athletics Association (DLV), the Royal Belgian Handball Federation (URBH), and many others, with some of them for more than 20 years.

Further information can be found under: www.pm-international.com

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