

# PM-International AG

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## PM-International Celebrates Ribbon Cutting of New Asia-Pacific Headquarters in Singapore

**Singapore/Schengen, October 13, 2025**

PM-International, one of the world's fastest-growing direct selling companies, has officially inaugurated its new Asia-Pacific (APAC) Headquarters in Singapore with a festive ribbon-cutting ceremony. This milestone underscores the company's long-term commitment to the region and marks the beginning of a new chapter of growth for its partners and customers in whole Asia-Pacific.

Founded in Germany in 1993, PM-International started expanding into Asia-Pacific in 2012, with the opening of its very first subsidiary in Malaysia. Only three years later, in 2015, the first APAC Headquarters was established in Singapore, when PM-International already generated USD 40 million in sales across the continent. By 2019, continued success and rapid business expansion required a move into larger facilities to accommodate the growth of Team Partners across the region. Since then, the company's expansion and revenues have multiplied exponentially, with an average sales growth of 50.6% each year since 2015 to 2024.

Now, PM-International has strengthened its regional presence with a €22 million investment to purchase its own office space for its new Asia-Pacific headquarters. The space for the new Asia-Pacific headquarters covers a total of around 1,000 square meters.

During the ribbon-cutting ceremony, CEO & Founder Rolf Sorg underlined the importance of the APAC region and partners in PM-International's global strategy:

*"If you stay consistent and have the right desire and goals, you can make it. Our distributors and team in the Asia-Pacific region have demonstrated this impressively. I am honored and deeply thankful for their commitment and burning desire!"* He described the inauguration of the new headquarters as *"a historical moment, opening a new chapter and right base for future growth in this market."*

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The event was attended by more than 700 people, including Top Leaders, distributors, and guests. A Guest of Honor, HRH Prince Hiroaki Fushimi, a long-time friend of Rolf and Vicki Sorg who is trusting in the company's FitLine products since long ago, highlighted the strong relationships PM-International has cultivated in the region.

## **Strong Positioning in a High-Potential Market**

The APAC region in general is a cornerstone of the global direct selling industry. According to the World Federation of Direct Selling Associations (WFDSA), wellness, cosmetics, and personal care products account for 56% of direct sales revenues in APAC – by far the largest product share in the region. PM-International's premium FitLine nutritional supplements and cosmetics solutions are uniquely positioned to meet the needs of increasingly health-conscious consumers, who prioritize quality, innovation, and transparency in their lifestyle choices.

## **Major Global Investments to Support Further Growth**

The new APAC Headquarters in Singapore is part of PM-International's broader global investment strategy, which aims to provide distributors with the infrastructure and tools needed to succeed long-term. By June 2024, the company had already invested more than EUR 40 million worldwide in infrastructure projects, and further major commitments have since followed. In January 2025, PM-International announced an investment of USD 22 million for the first construction phase of its new Headquarters Americas, including land acquisition, with an additional USD 28 million planned for the second and third phases of the expansion. Together, these investments underscore PM-International's vision to become market leader in the development and distribution of high-quality products for health, fitness and beauty, and demonstrate its dedication to sustainable, long-term growth.

### **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.

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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](http://www.pm-international.com)

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