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PM-International

PM-International expands child sponsorships to 8,000 with €2.88 million donation

Schengen, January 22nd, 2026

Global support for children in need is declining rapidly. According to World Vision, governments and institutions worldwide have cut funding for children's aid by \$16.3 billion, limiting access to food, healthcare and education for millions of vulnerable children.

At the same time, PM-International is expanding its commitment through its charity Foundation PM We Care.

In 2026, it will increase the commitment to the partnership with World Vision by supporting an additional 1,400 children, raising the total number of sponsored children to 8,000. PM-International will also raise its annual donation to €2,880,000 to strengthen long-term development programmes in project regions.

Oliver Müller, World Vision Germany's Manager for partnership with PM We Care said: "It's a challenging time for the humanitarian aid sector, there's a 17% decline in donations. In the end, it's not just numbers, it's people! That's why it is so important to build on such reliable partners like PM-International. With your outstanding commitment, we are continuing to give help and hope to thousands of people and we are incredibly thankful for the support."

PM-International and its FitLine nutritional supplement and cosmetics brand worked with World Vision for more than 20 years, supporting eight community-based projects that improve access to education, healthcare, clean water and income opportunities, helping families improve their lives sustainably.

Charity Ambassador Vicki Sorg commented: "We can't even imagine what these children and their families go through, and how big our impact is for them. With every FitLine product purchased, our distributors and customers give one hour of life to a sponsored child. Our Team Partners and customers are the strong partners on our side, and we want to continue being the strong partner on World Vision's side."

Press contact

PM-International AG - Lea Herz
lea.herz@pm-international.com
+352 33 96 67 944

PM-International AG
15 Waistrooss,
L-5445 Schengen
Luxembourg

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With this expansion, PM-International moves closer to its next goal of supporting 10,000 sponsored children.

Visit www.pm-international.com/pm-we-care/

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. Strategically directed from their International Headquarters in Schengen, Luxembourg, the family business distributes its products from over 45 subsidiaries on 6 continents which are led by three continental Headquarters in Germany, Singapore, and the United States of America.

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 Ice Hockey Federation (DEB), the Austrian Ski Association (ÖSV), the German Cycling federation, the Italian Basketball Federation (FIP), the Korean Wrestling Federation (KWF), and many others, with some of them for more than 25 years.

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

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