

2018 Company Profile¹

Principal helps people and companies around the world to build, protect and advance their financial well-being with our retirement, insurance and asset management expertise. With innovative ideas and real-life solutions, we make financial progress possible for clients of all income and portfolio sizes. A member of the FORTUNE 500[®], the Principal Financial Group has \$673.8 billion in assets under management and serves 22 million customers with offices in 19 countries throughout Asia, Australia, Europe, Latin America and North America. Principal Financial Group, Inc. is traded on the Nasdaq under the ticker symbol PFG.

Financial Data¹

\$673.8 billion	Total assets under management
\$13.9 billion	Total GAAP revenues
\$2.4 billion	Net income available to Principal Financial Group, Inc.
\$1.5 billion	Operating earnings ²
13.9%	Operating return on average equity available to common stockholders, excluding AOCI, other than foreign currency translation adjustment

People



More than 14,000 employees worldwide



More than 10,000 employees in the U.S.

Financial Strength Ratings³ for Principal Life Insurance Company and Principal National Life Insurance Company

“A+” Superior	A.M. Best Company: second highest of 13 rating levels
“AA-” Very strong	Fitch: fourth highest of 19 rating levels
“A1” Good	Moody’s Investors Service: fifth highest of 21 rating levels
“A+” Strong	S&P Global: fifth highest of 20 rating levels



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¹Data for the trailing twelve months ended March 31, 2018, unless otherwise noted. For the latest and additional information, visit www.principal.com.

²The company uses a number of non-GAAP financial measures that management believes are important in understanding and evaluating the normal, recurring operations of our businesses. These measures are not a substitute for GAAP financial measures. Therefore, we provide a reconciliation of the non-GAAP measures to the comparable GAAP financial measures as follows:

- Operating earnings of \$1,516.9 million adjusted for net realized gains (losses) of \$317.2 million and other after-tax adjustments of \$524.5 million equals net income attributable to Principal Financial Group of \$2,358.6 million.
- Net income return on average equity including accumulated other comprehensive income of 20.7 percent adjusted for net unrealized capital (gains) losses of 1.8 percent, other after-tax adjustments of (4.8) percent, net realized capital (gains) losses of (3.0) percent, and net unrecognized post-retirement benefit obligation of (0.8) percent equals operating ROE of 13.9%.

³As of January 2018.

Insurance products and services from the Principal Financial Group® (Principal®) are issued by Principal National Life Insurance Company (except in New York) and Principal Life Insurance Company, Des Moines, Iowa 50392. Securities offered through Principal Securities, Inc., 800-247-1737, member SIPC. Banking products offered through Principal Bank, member FDIC. Principal National, Principal Life, Principal Securities and Principal Bank are members of the Principal Financial Group, Des Moines, Iowa 50392.

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