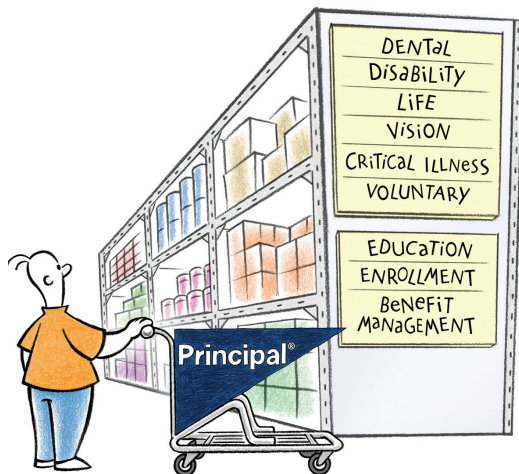


Group Benefits Products and Services Portfolio



You can count on us to be here when you need us

As a FORTUNE 500® company, we have stood the test of time.

EMPLOYEE BENEFITS LEADER

INSURANCE BENEFITS

- 58,000+ employers with 3.1 million covered members
- 124,000+ lines of non-medical coverage
- The #4 non-medical carrier¹

RETIREMENT

- Over 41,000 full-service retirement plans serve more than 4.5 million retirement plan participants²
- A leading provider of defined contribution plans³
- No. 1 for number of total defined benefit plans⁴

FINANCIALLY STRONG

- One of only 12 life and health insurers who for at least 75 years has been rated A or higher by A.M. Best Company.^{5, 6}
- Comdex scores of 90 or higher for 20 years.⁷ 89% of insurers rank below Principal Life.⁵
- Strong financial ratings from A.M. Best Company, Moody's Investors Service, Standard & Poor's Ratings Services and Fitch Ratings.^{5, 8}

RESPECTED

- Consistently ranked as an ethical company
- Known as a great place to work

¹ LIMRA International 2014 U.S. Sales and In Force Survey Reports, based on fully insured contracts in force.

² As of December 31, 2014.

³ Based on number of recordkeeping plans, *PLANSPONSOR* Recordkeeping Survey, June 2014.

⁴ *PLANSPONSOR* Defined Benefit Administration Survey, July 2014.

⁵ Ratings refer only to the overall financial status of the company and are not a recommendation of the specific policy provisions, rates or practices of the insurance company.

⁶ A.M. Best Data. Ratings as of May 12, 2014. *BEST'S REVIEW*, July 2014.

⁷ The Comdex ranking is a composite of all the ratings a company receives from the four leading rating agencies. Comdex is a measuring system created by EbixExchange and published in their VitalSigns software.

⁸ principal.com/about/financialstrength.htm.

Leading the way in group benefits

Principal Life Insurance Company understands what it takes to create benefit solutions for businesses. We also recognize the role comprehensive employee benefits play in helping you attract and retain the most qualified employees.

As one of the top non-medical insurance carriers,¹ Principal Life is committed to providing the flexible, affordable and quality benefit solutions you and your employees need. It's just one of the reasons why Principal Life has been an employee benefits leader for more than 70 years.

A broad product portfolio

Our portfolio of flexible **employer-paid** and **voluntary** products allows you to choose the benefit designs that fit your needs and provide the protection your employees want.

DENTAL | DISABILITY | LIFE | VISION | CRITICAL ILLNESS⁹

Education programs – Focus to help employees understand the importance of insurance protection, how much coverage they need and what they can afford.

Enrollment and administration solutions – Provide fast, convenient and simple ways for employees to enroll in their benefits and for employers to manage their benefits program.

Superior customer service and claims services – Customer satisfaction is as important to us as it is to you. We provide quality customer service before, during **and** after the sale. On average, 92.5%¹⁰ of group benefits customers were very satisfied or satisfied with our claim services.

We encourage you to take a look at Principal Life. You'll soon understand why Principal Life is leading the way in offering outstanding products and services at affordable prices.

⁹ Available as voluntary coverage only.

¹⁰ 2014 company figures.

Group products

DENTAL INSURANCE

Group dental insurance, one of the most desired and used employee benefits, promotes oral health and also contributes to good overall health. Our strong product portfolio and benefit flexibility feature a wide range of deductibles, coinsurance and maximums, and one of the nation's largest provider networks. These features help you design the benefit that is right for your company. Availability of options may vary by state.

- Preferred Provider Organization (PPO)
- Unscheduled PPO
- Scheduled/MAC PPO
- Exclusive Provider Organization (EPO)
- Point of Service (POS)
- Pre-Paid Dental

The dentists in our Principal Plan® Dental PPO Network are credentialed, and we screen utilization profiles to ensure proper practice patterns. Plus, our web tools offer employees the ability to look up dental procedures and fees, find local network providers and even direct a question to a dentist.

VISION INSURANCE

Group vision insurance is a valuable benefit for your employees. Because healthy vision is an important component of a person's overall wellness, vision insurance just makes sense. Plus, it's simple to administer and affordable to provide. Availability of options may vary by state.

- Managed care vision
- Scheduled vision

LIFE INSURANCE

Group life insurance provides financial protection when it's needed most – helping pay for immediate expenses and long-term obligations. Our broad portfolio of life products offers a variety of solutions for your needs and your employees' needs, as well as the immediate needs of employees' survivors. Availability of options may vary by state.

- Group Term Life
- Voluntary Term Life
- Accidental Death & Dismemberment (AD&D)¹¹

¹¹ In some states, certain provisions listed as AD&D may be paid as a Personal Loss Benefit.

DISABILITY INSURANCE

Group disability insurance protects one of an employee's most valuable assets — the ability to earn an income when he or she is too sick or hurt to work. Our flexible, unbundled products let you design a disability program to meet your specific needs so employees are covered 24 hours a day for both work- and nonwork-related disabilities. Availability of options may vary by state.

- Short-Term Disability (STD)
- Long-Term Disability (LTD)
- Integrated Disability Insurance

Principal Life was one of the first companies to introduce comprehensive disability claims management. Our managed disability services focus on creating positive claim experiences and encourage return to productive work whenever possible.

Principal Life is one of only a few carriers to offer both group and individual disability coverage. Offering both gives employees an even higher level of protection – covering up to 75% of their income – helping you attract and retain key employees.

CRITICAL ILLNESS INSURANCE

Group voluntary critical illness insurance provides employees faced with a serious illness with an additional layer of financial protection, beyond medical and disability coverage. The lump sum cash benefit can be used to help pay for additional expenses such as medical deductibles, travel cost, home healthcare, lost income of spouse and more. Availability of options may vary by state. Not available in all states.

Covers the five most common critical illnesses:

- Cancer
- Coronary artery bypass graft
- Heart attack
- Major organ failure
- Stroke

VOLUNTARY BENEFITS

Offering voluntary insurance, including critical illness, dental, disability, life and vision, can help:

- Manage benefit costs since there is no direct cost to you
- Enrich your current benefit package
- Fill gaps in benefit coverage

Plus, voluntary benefits allow employees to buy benefits at work at group rates with the convenience of payroll deduction. They can protect themselves and their families with coverage they may not otherwise have access to or be able to afford.

Discounts and services

Available with all products

Weight Loss – Employees receive \$10 off a three-month subscription to Weight Watchers Online.

Laser Vision Correction¹² – Through the National Lasik Network, administered by LCA-Vision, Inc., employees and their dependents receive 15% off standard pricing or 5% off promotional pricing.

Hearing Aid Programs – Through American Hearing Benefits, Inc. (AHB) and Ear Professionals International Corporation (EPIC), employees and their families are eligible for up to 60% off hearing aids.

Magazine Program – Employees can purchase a one-year subscription to *Diabetic Living*[®] from the publisher of *Better Homes and Gardens*[®] for just \$8.

Available with life insurance

Travel Assistance – Employees, their spouses and dependent children (whether traveling together or separately) have access to travel, medical, legal and financial assistance plus emergency medical evacuation benefits provided by AXA Assistance.¹³ Available with group term life insurance only.

Will & Legal Document Center – Employees and their spouses have free access to resources and tools provided by ARAG^{®14} to create a Will and other documents. They also have access to educational information on how to settle an estate, including administration and probate.

Identity Theft Kit – This kit from ARAG helps employees protect themselves from identity theft, as well as restore and reclaim their identity if needed.

Beneficiary Support – Beneficiaries receive grief support and help with group life insurance policy proceeds.

Available with disability insurance¹⁵

Employee Assistance Program (EAP) – Employees and immediate families receive help coping with life's challenges with an EAP from Magellan Healthcare. Choose from three service levels.

Available with dental and/or vision insurance^{12, 15}

Vision Care – Employees and their dependents can get discounts on LASIK surgery, eye exams, prescription glasses and lenses through VSP.

These discounts are not insurance.

¹² Not available with managed care vision.

¹³ Participants are responsible for any incurred fees or expenses. Insured transportation services are administered by AXA Assistance USA, Inc. and underwritten by a third-party licensed insurance company.

¹⁴ The use of the services provided by ARAG Services, LLC should not be considered as a substitute for consultation with an attorney.

¹⁵ Not available with self-funded coverage.

Education, enrollment and administration

Our services make it easy to offer employee benefits. You choose the education program, enrollment method and administration service that work best for your workforce.

Education programs

Education is a key component of employee benefit satisfaction and understanding. In fact, 93% of employees who report their education program as good or excellent are more satisfied with their voluntary benefits.¹⁶

Our education programs feature a Principal Life salaried enroller, eliminating high-pressure sales. You choose the format that best meets your needs.

- **Group** – Employees attend a group meeting to learn about their Principal Life benefits and sign up for coverage.
- **One-on-one Principal Work SecureSM** – Employees meet one-on-one to receive a personalized insurance needs analysis, review their Principal Life benefits and sign up for coverage.

Enrollment methods

Principal Life offers a choice of enrollment methods with personalized materials to help minimize work and maximize participation.

- Census enrollment
- Online enrollment*
- Paper enrollment

*Requires 20 or more employees.

Administrative services

You and your employees can manage benefits online.

- **Free** – eService provides access to Principal Life group benefits and is available for ongoing maintenance and account information post enrollment.
- **Fee-based** – eBenefits Edge Total Management provides online enrollment, as well as continued online benefits administration. It consolidates all benefit services into a single system, regardless of how many providers are used.

Already use a payroll, HRS or other eligibility system? Use our Electronic Data Interchange (EDI) service to transmit employee benefit information from your system to ours – at no additional cost.

¹⁶ The Principal Financial Well-Being IndexSM, First Quarter 2013.

Additional products and services

- We offer individual disability insurance, including Disability Income, Multi-Life programs, Overhead Expense, Disability Buy-Out, Key Person Replacement and DI Retirement Security.
- Absence management resources for employers with 150 or more employees are also available.
- Self-funded dental, short-term disability and vision coverage is available to employers with 50 or more eligible employees.¹⁷

¹⁷ Employers with fewer than 1,000 employees must purchase at least one insured product. Standalone, self-funded options are available to employers with 1,000 or more employees.

FOR MORE INFORMATION

Contact your local Principal Life sales representative
or go online to www.principal.com



WE'LL GIVE YOU AN EDGE®

Principal Life Insurance Company, Des Moines, Iowa 50392-0002, www.principal.com

This brochure provides general information about group benefits available from Principal Life Insurance Company. This is not an insurance contract or a complete statement of the rights, benefits, limitations and exclusions of the coverage described here. Critical Illness insurance provides limited benefits. Discounts and services are not part of the coverage and may be changed or discontinued at any time. Principal Life is not liable for products and services provided by third parties.

Contact your local sales representative for more information, including availability of specific products in your state, costs and a proposal outlining the coverage.