





Earn more and do more with our TPA solutions



You've got help

With our resources and support you can:

-  Increase sales and revenue
-  Show your value and expertise
-  Boost efficiency
-  Stand out from your competition

Your core business is our core business

Retirement is the heart of your business. Ours, too.

In fact, we've been in the retirement industry for 75 years. A big part of our assets under management (AUM) — over 96% — comes from our retirement operations.¹

TPAs like you make a difference to us.



You're (really) important to us:

Thanks to you, we've experienced 6x more growth in TPA plan sales²



You've got a voice: Representing TPAs

like you, our TPA advisory council shares feedback that helps us deliver the services and solutions you need

So we'll use this experience to help you, your clients and their participants succeed.

¹ As of June 30, 2016.

² In the last 8 years, as of December 31, 2015.

Wow your clients

You can deliver:

- **Robust services for clients of all sizes** — from start-ups to \$1 billion+ in assets
- **One-stop shopping** for all plan types
- **Full, but flexible, administrative support**
- **Participant education and resources** that make a real difference
- **Local service in 50 cities** across the country
- **An impressive array of investments**
- **A rigorous due diligence process**

And it's all backed by our service warranty. In writing.*

You've got a team by your side:

**TPA relationship managers
(for Platinum TPAs):**

your go-to contact for focused attention and technical support
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TPA relations coordinators:

dedicated support for your everyday service needs
.....

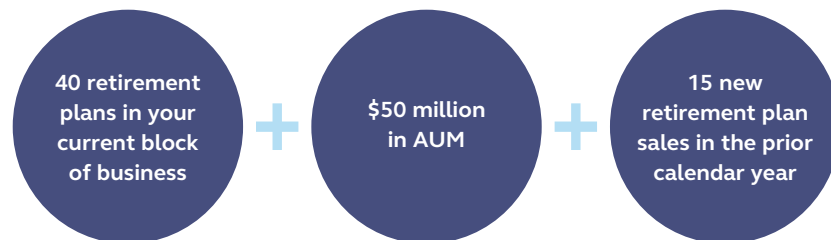
**Local sales reps and
internal wholesalers:**

ready to help support your growth and business development

Achieve more — Principal Retirement Edge Program for TPAsSM

You'll get the recognition you deserve. And the support you want — with the Principal Retirement Edge Program for TPAs.

When you reach these Platinum--level membership requirements, you'll receive even more services and support:



Here's a snapshot of some services you can expect:

- **Dedicated corporate relationship manager** — your go-to contact for focused attention and technical support
- **Annual on-site visit** — your opportunity to talk face-to-face with your relationship manager and find ways to collaborate more effectively
- **Scorecard review** — annual review of proposals and sales activities, plus client retention stats

Earn more

Get rewarded for your efforts with:

- An up-front installation allowance
- Ongoing, asset-based compensation
- Additional expense payment options (for flexibility in how you collect and receive fees for your services)

*This is for informational purposes only and does not affect the terms and provisions defined in any term or provision of the Service Warranty. For comprehensive warranty details on the levels of coverage we offer, see the Service Warranty document. In general, nonqualified plans are not regulated under ERISA. Different investment products and financing options apply to nonqualified plans. No member company of Principal assumes any additional fiduciary responsibility for any nonqualified deferred compensation plan. For purpose of nonqualified plans and plans not subject to ERISA, Principal Life indemnifies the Plan Representative who signs the Service Agreement.

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Let's get started

If you're ready, we're ready. Contact your local Principal® rep or your dedicated TPA EdgeSM Service Team at **800.958.5124** or **tpaedge@exchange.principal.com** to get started.



Or you can log in to principal.com to see more — and do more:

- ✓ See and sort your plans
- ✓ Access eligible employees' account details
- ✓ Create, view and download reports
- ✓ Add new employees
- ✓ View current and past statements
- ✓ Request fees