Us at a glance

We're number 210 on the FORTUNE 500®

<table>
<thead>
<tr>
<th>No.</th>
<th>Provider of nonqualified deferred comp plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>$673.8 billion</td>
<td>Total assets under management</td>
</tr>
<tr>
<td>95%</td>
<td>Assets under management from retirement operation</td>
</tr>
<tr>
<td>3,132</td>
<td>Nonqualified deferred comp plans</td>
</tr>
<tr>
<td>25</td>
<td>Years of deferred comp experience</td>
</tr>
<tr>
<td>75</td>
<td>Years of experience in retirement</td>
</tr>
<tr>
<td>22 million</td>
<td>Customers worldwide</td>
</tr>
<tr>
<td>&gt; 5 million</td>
<td>Participants in retirement plans</td>
</tr>
</tbody>
</table>

Our distinctions

- One of 100 Most Ethical Companies — Ethisphere Institute’s World for 8th year (February 2018)
- One of America’s Best Employers — Forbes (March 2017)
- 19th company to receive United Way of America’s Spirit of America Award for corporate community involvement
- Ranked 5th on Fortune’s Most Admired Companies in the Insurance, Life and Health category
- 59th on the InformationWeek Elite 100, recognizing the top business technology innovators
- One of the 2018 NAFE Top Companies for Executive Women by the National Association for Female Executives

Let’s connect
Contact your financial professional or go to principal.com.

Nonqualified deferred compensation plans

Helping you stand out
A unique, customized experience for you, your organization and your key employees

"Working with Principal to set up the plan and execute it over time has been a very pleasant experience. I was so impressed with how it would work and how it would benefit them — working with employees and explain to them how this was going to speak with employees and execute on execution to get exactly what we wanted set up. Then to roll out the plan was key, to working with people we made sure to execute on execution to get exactly what we wanted done." — Founder and chief executive officer, nonqualified plan sponsor
Your organization’s needs are distinct — unique to you.

Offering competitive benefits for top talent is important to the success of your organization. We get it, and we’re here to help. Your nonqualified deferred compensation plan will be designed to support efforts to recruit, retain and reward key employees. And help them get ready for retirement.

What are the top reasons plan sponsors offer a deferred comp plan?

- **94%** say it’s to provide a competitive benefits package.
- **93%** say it’s to help participants save for retirement beyond qualified plan limits.

Don’t work with just anyone — your plan is too important

In our recent annual survey of plan sponsors, they confirmed what it’s like to work with us.

- **91%** are satisfied with their overall experience
- **88%** say it’s easy to do business with us
- **87%** are highly likely to recommend Principal®

We’ll keep you up to date on the latest trends and insights.

Gain business insights through the lens of current plan sponsors and plan participants. Check out the results of our annual nonqualified deferred comp plan research at principal.com/nqresearch.

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1 2017 Trends in Nonqualified Deferred Compensation, conducted by Principal.
Here’s how we’ll make a difference for you

It’s critical that you and your financial professionals find the right plan provider. With Principal, you won’t have to look any further. We specialize in deferred comp, with a platform and service model tailored for your top employees. Whether setting up a new plan or getting the most from an existing one, we’ll help you get started. Everything you need is right here — conveniently in one place.

Innovative plan design and consulting
Multiple financing options
Efficient plan implementation
Dedicated plan administrative services

How does an organization ultimately benefit from a deferred comp plan? By designing one specific to its goals while being understood and valued by its top talent. Working with you and your financial professionals, we guide you through a process that considers the right deferred comp benefit plan options.

First, we'll work hard to understand your organization and design a plan that makes sense with your short- and long-term goals. We want to identify those aspects that give you the most flexibility and versatility, from things like:

- Participant eligibility
- Employee deferrals
- Employer contributions
- Earnings crediting
- Distribution options
- Vesting options
- Investment choices
- Security mechanisms

Plan design flexibility makes us a top provider for organizations of all types — for profit, not-for-profit, small-to medium-sized businesses and large corporations. And we can tailor plan details — such as employer contributions, participant contributions, defined benefit or a unique combination — to meet your objectives.
Multiple financing options

How will you pay for your key employees’ benefits in the future? You can finance your plan however it works best for you and your organization’s bottom-line goals. We offer all the common financing techniques and create detailed models to help you make an informed decision.

- Company cash, using company cash-flow
- Taxable investments, such as mutual funds
- Corporate-owned life insurance (COLI)
- Dual-financing, with a combination of taxable investments and COLI

Retirement is the heart of our business. We give you access to well-known internal and external investment managers and sub-advisors with respected reputations.

Efficient plan implementation

Our priority is to work with you and your financial professional to complete plan implementation as easily as possible without compromising accuracy.

Your dedicated client transition manager will talk with you about your unique goals, situation and needs, and then create a tailored action plan. It’ll include a timeline, plan design analysis and investment mapping. We make document signing easy through electronic signature technology. Plus, we’ll partner with you to create a strategy for educating your plan participants to ensure the enrollment process and introduction to the plan starts off on the right foot. Throughout every step, we’re there — keeping you informed and leading you through a smooth process.

1. Strategy development
2. Finalize plan design and documents
3. Rollout to participants
4. Ongoing administrative services

Set up financing (ongoing)

Tax, actuarial and legislative experts, at your service

To help you manage your assets and tax liability, our team of consultants will work alongside your advisor to help tailor your plan to match your asset and tax strategy. Together, we’ll find an effective financing approach based on detailed financial models.

We’re speaking on behalf of employers like you on Capitol Hill, too. We’re active lobbyists at both federal and state levels to shape legislation and how it impacts your organization’s goals and your employees’ ability to save for retirement.
Dedicated plan administrative services

Once your plan is in place, you can expect the expertise, consultation and responsiveness to continue. We’ll partner with you to take the complexities out of plan administration and decision-making. Along the way, you can trust our commitment to high-quality operations, reviewed by outside auditors annually.

Our approach to plan administrative services is designed to make your organization better and help your employees create a better financial future. And it starts with proactive education for you and your employees.

Focus on you, and your goals

You can expect tools and resources that give you convenient control and the information you need to drive positive organizational outcomes. Everything from enrollment to benefit payments will be easy and effective.

- On-demand reports
- Online plan management actions
- Education and communication resources
- Asset management
- Best practice guides

Focus on your employees

Each of your employees learn differently and understanding the plan’s value is critical, so we keep them in-the-know and provide the tools they need to optimize their savings strategy.

- Interactive digital education
- Videos that break down complex topics
- Detailed print resources
- Decision-making tools
- Online enrollment, data and account management actions

Our dedication to plan sponsors and participants shows

95% annual plan sponsor retention rate²

² Principal deferred comp plan sponsor data, December 31, 2017.
When your organization needs more, we deliver

As you and your financial professional uncover various challenges throughout the life of your business, we are here for you. As a full-service financial services firm, we offer comprehensive and innovative solutions that help you meet the various protection and planning needs of you, your organization and employees. Our consolidated services can help you streamline solutions, offering greater efficiency.

Solutions for employees
- Retirement solutions through Principal Total Retirement Suite℠
  - Qualified plans
  - Defined benefit plans
  - Employee stock ownership plans
  - Other key employee retirement benefits
- Group benefit solutions

Solutions for your business
- Buy-sell and business transfer strategies
- Benefits to help retain key employees
- Key person protection

Solutions for a business owner’s lifestyle
- Personalized analysis of an owner’s retirement readiness
- Legacy and estate planning
- Life and income protection

“The Principal brand name is very helpful. We’re in a battle for talent in this area and having brand name recognition in the benefits that we offer is important.”

— Chief executive officer, nonqualified plan sponsor

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3 This is not a paid advertisement. Those represented are not affiliated with any company of the Principal Financial Group®, and the views they express are their own.
Us at a glance

We’re number 210 on the FORTUNE 500®

No. 14 Provider of nonqualified deferred comp plans

$673.8 billion Total assets under management

95% Assets under management from retirement operation

3,132 Nonqualified deferred comp plans

25 Years of deferred comp experience

75 Years of experience in retirement

22 million Customers worldwide

> 5 million Participants in retirement plans

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