





A profile of customer opportunities

Who are your best sales prospects?





| | Key person life insurance | Key Person Replacement and Overhead Expense disability insurance | Business succession cases (life insurance) | Disability Buy-Out insurance |
|---|---|---|---|---|
|  Top five industries | <ol style="list-style-type: none"> Professional, scientific, & technical services Construction Manufacturing Finance & insurance Healthcare & social assistance | <ol style="list-style-type: none"> Healthcare & social assistance Professional, scientific, & technical services Finance & insurance Construction Other services (except public administration) | <ol style="list-style-type: none"> Professional, scientific, & technical services Construction Manufacturing Wholesale trade Healthcare & social assistance | <ol style="list-style-type: none"> Professional, scientific, & technical services Healthcare & social assistance Construction Wholesale trade Manufacturing |
|  Employee size | <ul style="list-style-type: none"> 1-99 employees: 80% <ul style="list-style-type: none"> 1-4 employees: 14% 5-24 employees: 41% 25-49 employees: 15% 50-99 employees: 10% 100-1,000+ employees: 11% | <ul style="list-style-type: none"> 1-99 employees: 87% <ul style="list-style-type: none"> 1-4 employees: 17% 5-24 employees: 47% 25-49 employees: 14% 50-99 employees: 9% 100-1,000+ employees: 5% | <ul style="list-style-type: none"> 1-99 employees: 85% <ul style="list-style-type: none"> 1-4 employees: 17% 5-24 employees: 45% 25-49 employees: 15% 50-99 employees: 8% 100-1,000+ employees: 9% | <ul style="list-style-type: none"> 1-99 employees: 92% <ul style="list-style-type: none"> 1-4 employees: 9% 5-24 employees: 46% 25-49 employees: 23% 50-99 employees: 14% 100-1,000+ employees: 6% |
|  Years in business | <ul style="list-style-type: none"> 25+ years: 39% 11-24 years: 24% 6-10 years: 12% 1-5 years: 12% | <ul style="list-style-type: none"> 25+ years: 32% 11-24 years: 33% 6-10 years: 12% 1-5 years: 11% | <ul style="list-style-type: none"> 25+ years: 41% 11-24 years: 27% 6-10 years: 10% 1-5 years: 9% | <ul style="list-style-type: none"> 25+ years: 48% 11-24 years: 31% 6-10 years: 8% 1-5 years: 8% |
|  Annual sales volume | <ul style="list-style-type: none"> < \$3 million: 48% \$3.1 to \$10 million: 20% \$10.1 to \$50 million: 16% \$50.1 to \$500+ million: 4% | <ul style="list-style-type: none"> < \$3 million: 59% \$3.1 to \$10 million: 19% \$10.1 to \$50 million: 7% \$50.1 to \$500+ million: 2% | <ul style="list-style-type: none"> < \$3 million: 54% \$3.1 to \$10 million: 19% \$10.1 to \$50 million: 13% \$50.1 to \$500+ million: 3% | <ul style="list-style-type: none"> < \$3 million: 50% \$3.1 to \$10 million: 29% \$10.1 to \$50 million: 16% \$50.1 to \$500+ million: 2% |

Source: Principal® business market analysis of over 118,000 employer customers appended with Dun & Bradstreet (D&B) data. The data is current as of December 2022. Statistics shown only include those customers with appended data. The overall match rate is 90%, and not all categories will add up to 100%.

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Business solutions

Who are your best sales prospects?

| | Workplace benefits (group insurance) | Key employee retention and retirement plans | Nonqualified deferred compensation plans | Tax-exempt plans |
|--|---|---|---|---|
|  Top five industries | <ol style="list-style-type: none"> Professional, scientific, & technical services Construction Manufacturing Healthcare & social assistance Wholesale trade | <ol style="list-style-type: none"> Professional, scientific, & technical services Construction Manufacturing Wholesale trade Healthcare & social assistance | <ol style="list-style-type: none"> Manufacturing Professional, scientific, & technical services Finance & insurance Wholesale trade Construction | <ol style="list-style-type: none"> Healthcare & social assistance Other services (except public administration) Finance & insurance Educational services Professional, scientific, & technical services |
|  Employee size | <ul style="list-style-type: none"> 1-99 employees: 91% <ul style="list-style-type: none"> 1-4 employees: 9% 5-24 employees: 46% 25-49 employees: 22% 50-99 employees: 14% 100-1,000+ employees: 1% | <ul style="list-style-type: none"> 1-99 employees: 77% <ul style="list-style-type: none"> 1-4 employees: 15% 5-24 employees: 37% 25-49 employees: 14% 50-99 employees: 11% 100-1,000+ employees: 18% | <ul style="list-style-type: none"> 1-99 employees: 32% <ul style="list-style-type: none"> 1-4 employees: 3% 5-24 employees: 11% 25-49 employees: 8% 50-99 employees: 10% 100-1,000+ employees: 62% | <ul style="list-style-type: none"> 1-99 employees: 31% <ul style="list-style-type: none"> 1-4 employees: 2% 5-24 employees: 10% 25-49 employees: 7% 50-99 employees: 12% 100-1,000+ employees: 66% |
|  Years in business | <ul style="list-style-type: none"> 25+ years: 45% 11-24 years: 24% 6-10 years: 11% 1-5 years: 12% | <ul style="list-style-type: none"> 25+ years: 54% 11-24 years: 22% 6-10 years: 8% 1-5 years: 6% | <ul style="list-style-type: none"> 25+ years: 61% 11-24 years: 20% 6-10 years: 5% 1-5 years: 4% | <ul style="list-style-type: none"> 25+ years: 77% 11-24 years: 13% 6-10 years: 2% 1-5 years: 3% |
|  Annual sales volume | <ul style="list-style-type: none"> < \$3 million: 52% \$3.1 to \$10 million: 25% \$10.1 to \$50 million: 13% \$50.1 to \$500+ million: 2% | <ul style="list-style-type: none"> < \$3 million: 45% \$3.1 to \$10 million: 18% \$10.1 to \$50 million: 17% \$50.1 to \$500+ million: 9% | <ul style="list-style-type: none"> < \$3 million: 14% \$3.1 to \$10 million: 9% \$10.1 to \$50 million: 24% \$50.1 to \$500+ million: 14% | <ul style="list-style-type: none"> < \$3 million: 10% \$3.1 to \$10 million: 15% \$10.1 to \$50 million: 43% \$50.1 to \$500+ million: 25% |

Entity type: Based on tax returns filed with the IRS for 2021 (1065, 1120 & 1120S), 18% of companies are C Corporations, 44% are S Corporations, and 38% are Partnerships.

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