

2019 Company Profile¹



We help people and companies in Asia, Australia, Europe, Latin America, and North America build and protect their financial well-being. We've been doing it for 140 years.

A FORTUNE 500® company, we're known for our innovative ideas and real-life solutions that help customers make financial progress, no matter their income or portfolio size.

And while we have employees around the world, we're all bound by a common purpose: to give you the financial tools, resources, and information you need so you can live the life you want.

What's most important to us ...

- Meet the needs of our 24 million customers, who rely on our expertise in retirement, insurance and asset management.
- Attract, develop and retain the best people in the business, offering them a diverse and inclusive work environment in offices in 25 countries.
- Give back to the communities where our employees live and work, supporting programs that help people learn more, earn more, and save more.
- Deliver value for our shareholders, who have placed their trust in us (Nasdaq: PFG).

Get to know us better. Read on to find key facts, awards and recognition, and financial highlights.

Financial Data¹

\$675.4 billion	Total assets under management
\$15.1 billion	Total GAAP revenues
\$1.6 billion	Net income attributable to Principal
\$1.6 billion	Non-GAAP operating earnings ²
13.4%	Non-GAAP operating ROE ³

People



More than
16,000
employees
worldwide



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

Financial Strength Ratings⁴ 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

Industry leadership

Recognition

Overall

- **Ranked 210th on Fortune magazine's list of the Largest 500 Corporations** based on revenues. (June 2018)
- **Ranked 351st on the Forbes Global 2000** list, which recognizes the world's biggest and most powerful companies, as measured by a composite ranking for sales, profits, assets and market value. (June 2018)
- A member of the Standard & Poor's (S&P) 500® since July 2002.

Retirement and Income Solutions

- Received strong industry ratings in the 2018 Retirement Plan Advisor Survey conducted by PLANADVISER. We ranked as a **top 10 provider for service** to micro, small, mid, large, and mega plans, value for price, fee structure for advisors and participant educational services. (October 2018)
- Received a **"Best in Class" ranking for our service team and a 95 percent overall satisfaction score** in the 2017 Chatham Partners Client Satisfaction Survey of defined benefit and defined contribution plans with more than \$50 million in assets. (January 2018)

Principal Global Investors

- Principal Funds named the **No. 8 fund family** of 2017 by Barron's magazine. (March 2018)
- **Top 20 manager of U.S. institutional tax-exempt assets managed internally**, out of 554 managers profiled. Assets as of Dec. 31, 2017. "Largest Money Managers," Pensions & Investments. (May 2018)
- The **3rd largest manager of REIT assets**, out of 50 managers profiled. Managers ranked by U.S. institutional, tax-exempt assets as of Dec. 31, 2017 for the "Largest Money Managers," Pensions & Investments. (May 2018)

- Received strong scores in environmental, social and governance (ESG) based on the 2018 Principles for Responsible Investment (PRI) Pilot Assessment Report. **The score for Overall Approach was an A+ (on a scale of A+ to E) and was well above the median score of A.** (July 2018).

Principal International

Latin America:

- Together, Principal Chile and Cuprum are ranked as the **No. 1 provider of voluntary pension** in Chile (SVS,SP September 2018)
- Brasilprev, Principal's joint venture with Banco do Brasil, is ranked as the **No. 1 pension provider** in Brazil (Fenaprevi, September 2018)
- Principal AFORE is ranked as the **5th largest pension provider** in Mexico (CONSAR, September 2018)
- Cuprum (Chile) is one of the **most innovative companies** in the country, according to the 2018 Best Place to Innovate rankings. Cuprum was the only AFP out of 50 companies in 13 industries to receive this recognition, which is based on a perception study prepared by GFK Adimark and the Adolfo Ibanez University (UAI) Business School. (October 2018)
- Brasilprev was recognized, for the third year in a row and sixth time in history, as one of the **150 best companies to work for** by Você S/A magazine. (November 2018)

Asia:

- CCB Principal Asset Management, Principal's joint venture with China Construction Bank, is ranked as the **No. 3 largest mutual fund retail provider** in China. (AMAC, September 2018)
- Principal Hong Kong is ranked as the **No. 6 largest Mandatory Provident Fund provider** in Hong Kong. (Mercer, September 2018)

- CIMB-Principal Asset Management, Principal's joint venture with CIMB Group ranked **No. 2 in the Malaysian unit trust market**. (Lipper, November 2018)
- Southeast Asia joint venture CIMB-Principal Islamic Asset Management was recognized as the **Best Asset Manager** at the Islamic Business & Finance Southeast Asia Awards. (December 2018)
- China joint venture CCBP Principal Asset Management won the **2018 Golden Fund Company Award** by Shanghai Securities Newspaper (May 2018) and was named **Best Fixed Income Fund Manager** by China Fund Newspaper (March 2018)
- Principal Hong Kong received a Gold Award in the category of Finance and Insurance during the Mystery Caller Assessment Awards organized by the Hong Kong Call Centre Association. The award recognizes the excellence of the company's customer service representatives and acknowledges its **commitment to outstanding customer service**. (November 2018)
- Principal, a global investment management leader, earned a spot among the top 7 companies with 1,000 or more employees in Pensions & Investments' annual list of the **Best Places to Work in Money Management**. (December 2018)
- One of 100 companies to be named one of the **World's Most Ethical Companies** by the Ethisphere Institute, which recognizes organizations that have had a material impact on the way business is conducted by fostering a culture of ethics and transparency at every level of the company. This is the ninth year Principal has been recognized by Ethisphere. (February 2019)
- Recognized by Working Mother as **one of the 2018 Working Mother 100 Best Companies**. (September 2018)
- Ranked No. 1 on Forbes list of **Best Employers for Women** (July 2018) and in the top 10 on the list of **America's Best Employers for Diversity**. (January 2019)
- Recognized by IDG's Computerworld as one of its **100 Best Places to Work in IT** for 17 consecutive years, ranking 29th for 2018. (June 2018)
- Scored 100 out of 100 on the **Human Rights Campaign Foundation Corporate Equality Index** for support of lesbian, gay, bisexual, transgender and queer equality in the workplace. (March 2019)
- Brasilprev was ranked on the the **top 150 companies to work for in Brazil** by Você SIA Magazine. (November 2018)
- Named to Fortune **Top 50 Best Places to Work for Giving Back**. (February 2018)

U.S. Insurance Solutions

- The **No. 1 non-qualified deferred compensation provider** based on total number of Section 409A plans, according to PlanSponsor's 2018 NQDC Recordkeeping Survey. (June 2018)
- The **No. 3 provider of group benefits** (dental, life and disability) insurance based on 2017 LIMRA data on fully insured employer contracts in force. (May 2018)
- The **No. 3 provider of non-cancelable individual disability income** insurance based on 2017 LIMRA data of annualized new sale premium. (February 2018)
- The **No. 18 provider of individual life insurance** based on 2017 LIMRA data on total life new sales premium. (February 2018)

Workplace Excellence

- Recognized by Forbes as **one of America's Best Employers**. (April 2019)

Community Leadership

- Named a CDP Climate Performance leader and a **CDP Climate Disclosure leader** for our commitment to improving our impact on the environment. (January 2019)
- Ranked No. 54 on Forbes and JUST Capital's list of **America's Most JUST Companies**. (December 2018)



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¹Data for the trailing twelve months ended March 31, 2019, 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:

- Non-GAAP operating earnings of \$1,589.0 million adjusted for net realized gains (losses) of \$(9.7) million equals net income attributable to Principal Financial Group of \$1,579.3 million.
- Net income return on average equity including accumulated other comprehensive income of 12.7% adjusted for net unrealized capital (gains) losses of 1.2% and net unrecognized post-retirement benefit obligation of (0.5)% equals non-GAAP operating ROE of 13.4%.

³Non-GAAP operating earnings return on equity (ROE) equals trailing twelve months non-GAAP operating earnings divided by average stockholders' equity available to common stockholders excluding accumulated other comprehensive income (loss) other than foreign currency translation adjustment.

⁴Information as of April 2019.

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.