

A photograph of two women in an office setting. One woman with short brown hair and a white hoop earring is in the foreground, looking at a laptop. Another woman with long dark hair is in the background, also looking at the laptop. The image is slightly blurred to focus on the text.

Nonqualified deferred compensation plans

# Providing **something more** to you and your key employees

When you choose Principal® to provide your organization's nonqualified deferred compensation plan, you and your key employees get *something more*. In addition to customized benefits that set you apart from the competition and help you recruit, retain, reward, and retire your top talent, you get the experience, expertise, and financial strength of the *No. 1 provider* of nonqualified deferred comp plans.<sup>1</sup>

Still, Principal offers you *even more*—take a closer look:

**No. 1 provider**  
of nonqualified  
deferred comp  
plans<sup>1</sup>

## Longevity and experience

We've been providing deferred comp plans for more than 35 years and have over 80 years of retirement plan experience. Deferred comp plans are a specialized benefit. So, their plan design, financing options, onboarding, and administrative services require something more—and that's precisely what Principal provides to each of its clients:

### EXPERIENCE

with employers of all sizes and types

### SPECIALIZED KNOWLEDGE

that helps us meet the unique needs of employers and their key employees.

### FINANCIAL STRENGTH

that stands the test of time

But don't just take our word for it. In our annual client survey of plan participants and plan sponsors, they ranked us high in easy to do business with and overall satisfaction as shown below.<sup>3</sup>

**Easy to do business**  
with Principal

90% of plan sponsors agree

**Overall satisfaction**  
with Principal

86% of plan sponsors agree

“(Principal provides) great customer service for our employees, fantastic website, and superb support as a plan administrator.”

Plan sponsor<sup>2</sup>

## Specialized knowledge and service

We specialize in deferred comp, with a team of over 200 dedicated specialists, and a platform and service model tailored for your top employees. Our commitment to plan sponsors and participants shows with our **0.9% annual plan sponsor attrition rate** (those who leave Principal to go to another provider).<sup>4</sup>

Whether you're setting up a new plan or wanting more from an existing one, we can help you every step of the way:

**Innovative plan design and consulting.** Our plan design flexibility and consulting experience make us a top provider for organizations of all sizes and types. We work with you and your financial professional to help customize a plan specific to the goals of your organization and key employees.

**Multiple financing options.** Our tax, actuarial, and legislative professionals are at your service to help tailor your plan to match your asset and tax strategy. We offer all the common financing techniques, including company cash, taxable investments, corporate-owned life insurance (COLI), and dual-financing with a combination of taxable investments and COLI.

**Efficient plan onboarding.** We work with you and your financial professional to make onboarding as easy as possible. Your client-onboarding manager creates a tailored action plan including a timeline, plan design analysis, and investment mapping. We'll also help you create an education strategy for new participants.

**Dedicated plan administrative services.** Once your plan is in place, we'll help you manage it and ensure it keeps pace with your needs. You'll receive tools and resources to assist with everything from enrollment to benefit payments. Plus, we'll help your participants understand the plan's value and provide them with helpful tools and communications.

## Business strength and leadership<sup>5</sup>

For more than 143 years, we've stood strong for our clients, employees, and community:

- Manage more than \$15 billion in nonqualified deferred comp plan liabilities.
- Serve over 3,800 clients through our nonqualified executive benefit plans.
- Ranked 256th on *FORTUNE* magazine's list of the Largest 500 Corporations based on revenues, June 2022.
- **100 Most Ethical Companies**—recognized by Ethisphere Institute's World for 12th year, March 2023.
- **100 Best Places to Work in IT**—recognized by IDG's Computerworld for 21 consecutive years, December 2022.
- Recognized by Forbes as one of **America's Best Employers for Diversity**, April 2023.
- Have \$635 billion in total assets under management and serve 62 million customers worldwide.

 [Learn more](#)

Contact your financial professional or go to [principal.com](https://www.principal.com).

<sup>1</sup> Based on number of NQDC plans (excluding 457 plans), 2022 PLANSPONSOR Defined Contribution Recordkeeping Survey, July 2022.

<sup>2</sup> Quarter 2 2023 Trends in Nonqualified Deferred Compensation, conducted by Principal.

<sup>3</sup> This is not a paid advertisement. The individual represented is not affiliated with any company of the Principal Financial Group®, and the views he expresses are his own.

<sup>4</sup> Principal deferred comp plan sponsor data, December 31, 2022.

<sup>5</sup> Data for the trailing 12 months ended December 31, 2022, unless otherwise noted. For the latest and additional information, visit [www.principal.com](https://www.principal.com).



[principal.com](https://www.principal.com)

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