

2021 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 141 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 more than 34 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 nations and territories.
- > 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

\$807 billion	Total assets under management
\$14.7 billion	Total GAAP revenues
\$1.4 billion	Net income attributable to Principal®
\$1.4 billion	Non-GAAP operating earnings ²
11%	Non-GAAP operating ROE ³

People



More than 17,000 employees worldwide



More than 10,500 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 Ratings: 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

- **201st on Fortune magazine's list of the Largest 500 Corporations** based on revenues. (May 2020)
- **Ranked 436th 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. (May 2020)
- A member of the **Standard & Poor's (S&P) 500®** since July 2002.

U.S. Retirement and Income Solutions

- The **No. 3 defined contribution recordkeeper** by number of plans, according to the annual PLANSPONSOR Recordkeeping Survey. (July 2020)
- The **No.1 employee stock ownership plan recordkeeper** by number of plans. PLANSPONSOR Recordkeeping survey. (July 2020)
- The **No.1 defined benefit recordkeeper** by number of plans. PLANSPONSOR Defined Benefit Administration survey. (May 2020)
- The **No.1 nonqualified recordkeeper** by number of Section 409A plans. PLANSPONSOR Recordkeeping survey. (July 2020)
- **No. 1 in satisfaction** for both participant and plan sponsor website & online capabilities. Escalent. Cogent Syndicated. *Cogent Syndicated Retirement Planscape*. (May 2020)
- Medal award winner - **Cybersecurity & Privacy**. Financial Advisor IQ Service Awards. (September 2020)

Principal Global Investors

- The **27th largest manager of worldwide institutional assets** (of 505 managers profiled). Assets as of Dec. 31, 2019. "Largest Money Managers," Pensions & Investments. (June 2020)
- **15th manager of U.S. institutional tax-exempt assets managed internally**. Assets as of Dec. 31, 2019. "Largest Money Managers," Pensions & Investments. (June 2020)

- Achieved **high scores on the 2020 UN PRI report** with an overall score of A+, highest possible, for strategy and governance. (July 2020)

Principal International

Latin America:

- Brasilprev, joint venture between Principal and Banco do Brasil, is ranked as the **No. 1 pension provider** in Brazil by AUM invested. (Valor Economico, November 2020)
- Principal Chile received eight '**Salmon Awards**' in **non-APV** (voluntary pension) share class from LVA Indices and Diario Financiero given annually to funds with the highest risk-adjusted return within their category. (May 2020)
- Principal Chile received two '**Salmon Awards**' for **APV funds**, recognizing the best mutual funds for risk-adjusted returns. (November 2020)
- Cuprum recognized by CIONET as having the **best mobile app** in Latin America. (October 2020)
- Principal Mexico ranked as the **industry-leader in open architecture funds market by market share**. Mexico National Banking and Securities Commission. (3Q 2020)

Asia:

- CCB Principal Asset Management, Principal joint venture with China Construction Bank, is ranked as the **No. 15 largest mutual fund retail provider** in China. (AMAC, September 2019)
- Principal Hong Kong is ranked as the **No. 7 largest Mandatory Provident Fund provider** in Hong Kong. (MPF Ratings, December 2020)
- Principal Hong Kong's contact center received the "**Gold Award**" for the third consecutive year (HongKong Call Center Association, December 2020)
- Principal Hong Kong received "**Financial Education Champion 2021**" award by Investor and Financial Education Council (December 2020)
- Principal Asset Management (Thailand) received the **Best Fund House - Domestic Fixed Income** for the third straight year at the Morningstar Thailand Fund Awards. (March 2020)

- Principal Islamic Asset Management was named “**Best Islamic Asia Pacific Asset Management House**” by Asset Triple A Islamic Finance awards. (3Q 2020)
- Principal was recognized at the **2020 Lipper Fund Awards** by Refinitiv for Best Hong Kong Fund and Best Equity Asia-Pacific ex-Japan (Provident). (2Q 2020)
- MPF Ratings named Principal Hong Kong winner of the **2021 Employers’ Choice award**. Principal also received awards for **Best Communicaton and Education**, and **Socially Responsible**. (March 2021)
- Principal Hong Kong recognized with **eight BENCHMARK 2020 Fund of Year Awards** across MPF and mutual fund categories. (December 2020)
- Principal Asset Management (Malaysia) was recognized as Best Asset Manager (Money Market & Balanced funds) and Best Absolute Return Strategy at 11th Annual **Alpha Southeast Asia Fund Management Awards** (2Q 2020)

U.S. Insurance Solutions

- **Leader in small-case business life insurance markets**⁵. 2019 COLI/CSIO survey of participating life insurance carriers, IBIS Associates, McLean, VA.
- Named one of the **Top Life Insurance Companies of 2021** by U.S. News & World Report. (February 2021)
- In the **top four companies** surveyed in terms of total individual disability insurance premium⁶.
- The **No. 1 non-qualified deferred compensation provider** based on total number of Section 409A plans, according to the PLANSPONSOR 2020 NQDC Recordkeeping Survey. (July 2020)
- The **No. 3 provider of group benefits** (dental, life and disability) insurance based on fully insured employer contracts in force⁷. (May 2020)
- The **No.2 provider of non-cancellable disability income** insurance based on new annualized premium⁸. (February 2021)
- The **No. 16 provider of individual life insurance** based on 2019 LIMRA data on total life new sales premium. (February 2020)

Workplace Excellence

- Recognized by Pensions & Investments as one of the **Best Places to Work in Money Management**. for the 9th consecutive year. (December 2020)

- 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 2021)
- Included in the **Bloomberg Gender-Equality Index (GEI)** for our commitment to transparency in gender-data reporting. (January 2021).
- Scored 100 out of 100 on the **Disability Equality Index (DEI)** for our disability inclusion efforts. (July 2020)
- Recognized by Working Mother as a **2020 Working Mother 100 Best Companies**. (September 2020)
- Named to **DBP Inclusion Index** recognizing diversity and inclusion best practices. (August 2020)
- Named one of the **NAFE 2020+ Top Companies for Executive Women** (December 2020)
- Included in Forbes list of **Best Employers for Women** (July 2020).
- Recognized by IDG’s Computerworld as one of its **100 Best Places to Work in IT** for 19 consecutive years. (June 2020)
- 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. (January 2021)
- Principal Hong Kong awarded “**Good MPF Employer**” for sixth consecutive year. (MPFA 3Q 2020)
- Included in Fortune Magazine’s **World’s Most Admired Companies of 2021** from 670 companies considered worldwide. (February 2021)

Community Leadership

- **CDP Climate Performance Leader** with an “A-” CDP score—the eighth straight year of achieving Leadership status, placing Principal in the top 35% of all global financial services firms reviewed by CDP. (January 2021)
- Principal Real Estate Investors recived a **4-star GRESB rating** for 5th consecutive year. (December 2020)
- Principal Real Estate Investors honored as a **2020 Green Lease Leader** (gold Recognition) for its commitment to high performing and sustainable buildings. (June 2020)



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¹ Data for the trailing twelve months ended December 31, 2020, unless otherwise noted. See our most recent 10-K or 10-Q report for additional information and forward looking disclosures. For other updates, visit www.principal.com.

² The 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:

- Net income attributable to Principal Financial Group of \$1,395.8 million adjusted for net realized (gains) losses of \$(29.4) million equals non-GAAP operating earnings of \$1,366.4 million.
- Net income return on average equity including accumulated other comprehensive income of 9.0% adjusted for net unrealized capital (gains) losses of 2.5%, net unrecognized post-retirement benefit obligation of (0.4)%, and net realized capital (gains) losses of (0.2)% equals non-GAAP operating ROE of 10.9%.

³ Non-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.

⁴ Information as of January 2021. Our ratings reflect each rating agency's opinion of our financial strength, operating performance and ability to meet our obligations to policyholders and are not evaluations directed toward the protection of investors or reflect any ratings actions or notices relating to the US life insurance sector generally. Such ratings are neither a rating of securities nor a recommendation to buy, hold or sell any security, including our common stock. Ratings are subject to revision or withdrawal at any time by the assigning agency, and each rating should be evaluated independently of any other rating.

⁵ Based on corporate-owned life insurance (COLI) and corporate-sponsored individually owned (CSIO) life insurance total premium and case count for case sizes up to \$5 million of total premium per case. Source: 2020 COLI/CSIO survey of participating life insurance carriers, IBIS Associates, McLean, VA.

⁶ Principal is 4th out of 17 companies surveyed, based on self-reported in-force individual disability insurance premium, according to LIMRA's 2019 Annual Sales and In-Force Survey (reported September 2020). This applies to Principal Life Insurance Company.

⁷ Based on participants in LIMRA's Fourth Quarter 2019 U.S. Workplace Benefits Life Insurance, U.S. Workplace Benefits Disability Insurance, and U.S. Workplace Benefits Dental and Vision Plans Sales surveys. (May 2020)

⁸ Based on participants in the LIMRA Fourth Quarter 2020 Individual Disability Income Insurance Sales Survey. (February 2021)

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