



Principal® Launches International Equity ETF

November 11, 2024

New offering expands flagship capabilities to meet client demand in the market

DES MOINES, Iowa--(BUSINESS WIRE)--Nov. 11, 2024-- [Principal Asset ManagementSM](#) announced the launch of the International Equity ETF (PIEQ). This ETF will be a large-cap portfolio managed by the Principal equities team. Principal equities, with \$154.8 billion in AUM¹, has a focused investment strategy combining global insights with local knowledge to deliver a wide range of specialized equity investment solutions.

Demand for active ETFs was the strongest ever in 2023, reaching an all-time high of \$349 billion in the category². This is expected to continue as advisor allocations to active ETFs are expected to increase by 45% over the next two years³. The International Equity ETF now offered by Principal helps meet this client demand.

“This new offering continues the buildout of our active ETF lineup, which leverages our strong capabilities and provides investors an efficient vehicle for investing in international markets,” said George Maris, CIO and global head of equities, Principal Asset Management. “As the active ETF market expands, we remain committed to developing solutions offering value, flexibility, and expert insights to meet the evolving needs of our clients seeking diversified global exposure.”

The Principal equities team, led by George Maris, has over two decades of experience managing non-U.S. equity strategies.

With the addition of the International Equity ETF, Principal [offers 10 ETFs](#) designed to enhance investor returns, mitigate risk, and improve portfolio diversification. Combined, they represent approximately \$4.7 billion in assets under management⁴.

¹ Active fundamental equities as of September 30, 2024

² Broadridge 2024 Global Market Research Overview

³ Broadridge Spring 2024 Global Market Research Overview

⁴ As of October 31, 2024

Important Information

Investing in ETFs involves risk, including possible loss of principal. ETFs are subject to risk similar to those of stocks, including those regarding short-selling and margin account maintenance.

Investor shares are bought and sold at market price (not NAV) and are not individually redeemed from the Fund. Ordinary brokerage commissions apply.

Carefully consider a fund’s objectives, risks, charges, and expenses. Visit www.PrincipalAM.com for a prospectus, or summary prospectus if available, containing this and other information. Please read it carefully before investing.

Investing involves risk, including possible loss of principal. Past performance does not guarantee future results. Equity investments involve greater risk, including heightened volatility, than fixed income investments. International and global investment options are subject to additional risk due to fluctuating exchange rates, foreign accounting and financial policies, and other economic and political environments. Small-cap and mid-cap investment options are subject to more fluctuation in value and may have additional risks than other investment options with stocks of larger, more stable companies.

The information in this document contains general information only on investment matters and should not be considered as a comprehensive statement on any matter and should not be relied upon as such. The general information it contains does not take account of any investor’s investment objectives, particular needs or financial situation, nor should it be relied upon in any way as a forecast or guarantee of future events regarding a particular investment or the markets in general. All expressions of opinion and predictions in this document are subject to change without notice.

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All figures shown in this document are in U.S. dollars unless otherwise noted. All assets under management figures shown in this

document are gross figures and may include leverage, unless otherwise noted. Assets under management may include model-only assets managed by the firm, where the firm has no control as to whether investment recommendations are accepted, or the firm does not have trading authority over the assets.

ALPS Distributors, Inc. is the distributor of the Principal ETFs. ALPS Distributors, Inc. and the Principal Funds are not affiliated.

Principal Equities is an investment team within Principal Global Investors.

Principal Asset ManagementSM is a trade name of Principal Global Investors, LLC.

About Principal Asset Management

With public and private market capabilities across all asset classes, Principal Asset Management and its investment specialists look at asset management through a different lens, creating solutions to help deliver client investment objectives. By applying local insights with global perspectives, Principal Asset Management identifies distinct and compelling investment opportunities for more than 1,100 institutional clients in over 80 markets.¹ Principal Asset Management is the global investment solutions business for Principal Financial Group[®] (Nasdaq: PFG), managing \$585.6 billion in assets¹ and recognized as a “Best Places to Work in Money Management”² for 12 consecutive years.

[1] As of September 30, 2024

[2] Pensions & Investments, “The Best Places to Work in Money Management”, among companies with 1,000 or more employees, December 12, 2023.

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