FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL									
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Dunbar Timothy Mark</u>						2. Issuer Name and Ticker or Trading Symbol PRINCIPAL FINANCIAL GROUP INC PFG]										5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner X Officer (give title Other (specify					wner	
(Last) 711 HIG	(F H STREET	(First) (Middle) EET					f Earlie	st Tran	sact	tion (Moi	nth/D	ay/Year)		below) below) EVP & Chief Investment Officer								
(Street) DES MOINES IA 50392 (City) (State) (Zip)						4. If Amendment, Date of Original Filed (Month/Day/Year)											ndividual or Joint/Group Filing (Check Applicable e) X Form filed by One Reporting Person Form filed by More than One Reporting Person					
		Tab	le I - Nor	n-Deriv	/ative	e Se	curitie	es Ac	qui	ired, C	Disp	osed o	of, or E	Bene	efic	ially	Owne	t				
				2. Transaction Date (Month/Day/Year)		ear) i	2A. Deemed Execution Date, if any (Month/Day/Yea		Code (Ir				rities Acquired (A) ed Of (D) (Instr. 3,			and Securit Benefic Owned		es ally Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	n: Direct or Indirect nstr. 4)	7. Nature of Indirect Beneficial Ownership	
									ſ	Code	v	Amount	(A	or	Price		Reported Transaction(s) (Instr. 3 and 4)				(Instr. 4)	
Common Stock 03/29/										A		144		A	\$0 ⁽¹⁾		49,791(2)			D		
Common Stock																	1	114			By Spouse	
		Т	able II -									sed of onverti					wned			•		
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deeme Execution if any (Month/Day	Date,	4. Transa Code (8)				6. Date Exercisal Expiration Date (Month/Day/Year			Amou Secur Under Deriva		7. Title and Amount of Securities Underlying Derivative Securit (Instr. 3 and 4)		De Se (Ir	Price of rivative curity str. 5)	9. Number derivative Securities Beneficiall Owned Following Reported Transactio (Instr. 4)	у	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Co	Code	v	(A)	(D)	Date Exe	e ercisable	Ex Da	piration te	Title	or No	umbe	er						
Phantom Stock Units	(3)	03/29/2018			A		56.5			(4)		(4)	Commo Stock	n į	56.5		\$60.91	6,957.3	3	D		

Explanation of Responses:

- 1. Grant of restricted stock units.
- 2. Includes 3,895 shares acquired pursuant to the Principal Financial Group, Inc. Employee Stock Purchase Plan.
- 3. The units convert to common stock on a one-for-one basis.
- 4. Acquired pursuant to the Principal Financial Group, Inc. Select Savings Excess Plan and may be transferred at any time into another investment alternative under that plan. Interests under the plan will be settled upon the reporting person's retirement or other termination of service.

Remarks:

Patrick A. Kirchner, by Power of Attorney

04/02/2018

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.