

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report: **December 3, 2018**
(Date of earliest event reported)

PRINCIPAL FINANCIAL GROUP, INC.
(Exact name of registrant as specified in its charter)

Delaware	1-16725	42-1520346
(State or other jurisdiction of incorporation)	(Commission file number)	(I.R.S. Employer Identification Number)

711 High Street, Des Moines, Iowa 50392
(Address of principal executive offices)

(515) 247-5111
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 7.01 Regulation FD Disclosure

The following information is being furnished under Item 7.01 "Regulation FD Disclosure." This information shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act") or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

On December 3, 2018, Principal Financial Group, Inc. announced its outlook for 2019 and long-term guidance. The text of the announcement is included herewith as Exhibit 99.1, and the slide presentation discussed during the outlook conference call is included herewith as Exhibit 99.2.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

Exhibit No.	Description
99.1	Press Release Concerning 2019 Outlook and Long-Term Guidance Dated December 3, 2018
99.2	Slide Presentation Discussed During Outlook Conference Call

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

PRINCIPAL FINANCIAL GROUP, INC.

By: /s/ John Egan

Name: John Egan

Title: Vice President - Investor Relations

Date: December 3, 2018

Release: On receipt, December 3, 2018 **EXHIBIT 99.1**
 Media Contact: Erica Jensen, 515-362-0049, jensen.eric@principal.com
 Investor Contact: John Egan, 515-235-9500, egan.john@principal.com

Principal announces 2019 outlook and long-term guidance

(Des Moines, Iowa) - Principal Financial Group, Inc. (Nasdaq: PFG) today announced certain business unit outlook metrics and capital deployment plans for 2019 and updated long-term guidance. These metrics provide greater clarity around the key drivers of earnings growth for each of the business units. Company senior leaders will provide additional detail on guidance, discuss potential impacts from recent market volatility on fourth quarter 2018 results, and answer questions during a 60-minute conference call at 10:00 a.m. EST today, Dec. 3, 2018. Slides related to the 2019 outlook are available now at principal.com/investor.

Effective January 1, 2019, we will be making changes to the allocation of certain compensation and other expenses and net investment income among the business units. These allocation changes are being made as a result of a global financial process improvement project, with no impact to total company financial results.

Our 2019 and long-term guidance ranges reflect these allocation changes and should be applied to recast 3Q 2018 trailing twelve month financial metrics, which can found in the conference call slides available on principal.com/investor.

Below are the 2019 and long-term guidance ranges for each business, reflecting the allocation changes, market performance through November 28, 2018, and updated expectations:

	2019 guidance	Long-term guidance
Retirement & Income Solutions - Fee		
Net revenue ¹ growth	(2)-2%	1-5%
Pre-tax return on net revenue ²	26-30%	28-32%
Retirement & Income Solutions - Spread		
Net revenue growth	5-10%	5-10%
Pre-tax return on net revenue	65-70%	65-70%
Principal Global Investors		
Operating revenues less pass-through commissions ³ growth	1-5%	4-7%
Pre-tax return on operating revenues less pass-through commissions ⁴	34-38%	34-38%

¹ Net revenue = operating revenues less benefits, claims and settlement expenses less dividends to policyholders.

² Pre-tax return on net revenue = pre-tax operating earnings divided by net revenue.

³ Operating revenues less pass-through commissions is a non-GAAP financial measure. The company has determined this measure is more representative of underlying operating revenues growth for Principal Global Investors as it removes commissions that are collected through fee revenue and passed through expenses with no impact to pre-tax operating earnings. In addition, using this metric provides a more meaningful representation of our profit margins.

⁴ Pre-tax return on operating revenues less pass-through commissions = pre-tax operating earnings, adjusted for noncontrolling interest divided by operating revenues less pass-through commissions.

Principal International (in reported USD)		
Combined net revenue (at PFG share) ⁵ growth	5-9%	11-14%
Pre-tax return on combined net revenue (at PFG share) ⁶	35-39%	38-43%
Specialty Benefits		
Premium and fees ⁷ growth	7-9%	7-9%
Pre-tax return on premium and fees ⁸	12-14%	11-14%
Loss ratio	60-66%	60-66%
Individual Life		
Premium and fees growth	4-8%	4-8%
Pre-tax return on premium and fees	16-20%	17-21%
Corporate		
Pre-tax operating losses	\$(300)M - \$(320)M	N/A

The outlook for 2019 incorporates certain assumptions including:

- Average S&P 500 index in 2019 between 2,830 and 2,850, assuming a 2 percent quarterly total return on levels as of November 28, 2018;
- 10-year treasury rate approximately 3.25-3.50 percent at year-end 2019;
- Future foreign exchange rates follow external⁹ consensus as of November 2018;
- U.S. GAAP total company net income effective tax rate of 12-16 percent; total company non-GAAP operating earnings effective tax rate¹⁰ of 16-20 percent;
- \$1.0 billion to \$1.4 billion of total capital deployed for common stock dividends, strategic acquisitions, share repurchases, and to provide financial flexibility; and
- Weighted average diluted shares outstanding ranging from 280-282 million.

Conference call information

You can access the Monday, December 3 conference call several ways:

- Connect to principal.com/investor to listen to a live Internet webcast.
 - Please go to the website at least 10-15 minutes prior to the start of the call to register, and to download/install any necessary audio software.
- Via telephone by dialing in the following numbers approximately 10 minutes prior to the start of the call.
 - 866-427-0175 (U.S. and Canadian callers)
 - 706-643-7701 (International callers)
 - Access code is 2198493

⁵ PI combined net revenue is a non-GAAP financial measure. It reflects net revenue for all Principal International companies at 100 percent less pass-through commissions. The company has determined combined net revenue (at PFG share) is more representative of underlying net revenue growth for Principal International as it reflects our proportionate share of consolidated and equity method subsidiaries. In addition, using this net revenue metric provides a more meaningful representation of our profit margins. The difference between combined net revenue (at PFG share) and pre-tax operating earnings is combined operating expenses other than pass-through commissions (at PFG share).

⁶ Pre-tax return on combined net revenue = pre-tax operating earnings divided by combined net revenue (at PFG share).

⁷ Premium and fees = premiums and other considerations plus fees and other revenues.

⁸ Pre-tax return on premium and fees = pre-tax operating earnings divided by premium and fees.

⁹ Latin America utilizes Central Bank estimates, while Asia uses Bloomberg.

¹⁰ The operating earnings effective tax rate is a non-GAAP financial measure and differs from the U.S. GAAP net income effective tax rate primarily due to net realized capital gains and losses (NRCC).

- An audio replay will be available approximately two hours after the live earnings call via:
 - Online at principal.com/investor
 - Telephone:
 - 855-859-2056 (U.S. and Canadian callers)
 - 404-537-3406 (International callers)
 - Access code: 2198493

Forward looking and cautionary statements

Certain statements made by the company which are not historical facts may be considered forward-looking statements, including, without limitation, statements as to non-GAAP operating earnings, net income attributable to PFG, net cash flows, realized and unrealized gains and losses, capital and liquidity positions, sales and earnings trends, and management's beliefs, expectations, goals and opinions. The company does not undertake to update these statements, which are based on a number of assumptions concerning future conditions that may ultimately prove to be inaccurate. Future events and their effects on the company may not be those anticipated, and actual results may differ materially from the results anticipated in these forward-looking statements. The risks, uncertainties and factors that could cause or contribute to such material differences are discussed in the company's annual report on Form 10-K for the year ended Dec. 31, 2017, and in the company's quarterly report on Form 10-Q for the quarter ended Sept. 30, 2018, filed by the company with the U.S. Securities and Exchange Commission, as updated or supplemented from time to time in subsequent filings. These risks and uncertainties include, without limitation: adverse capital and credit market conditions may significantly affect the company's ability to meet liquidity needs, access to capital and cost of capital; conditions in the global capital markets and the economy generally; volatility or declines in the equity, bond or real estate markets; changes in interest rates or credit spreads or a sustained low interest rate environment; the company's investment portfolio is subject to several risks that may diminish the value of its invested assets and the investment returns credited to customers; the company's valuation of investments and the determination of the amount of allowances and impairments taken on such investments may include methodologies, estimations and assumptions that are subject to differing interpretations; any impairments of or valuation allowances against the company's deferred tax assets; the company's actual experience could differ significantly from its pricing and reserving assumptions; the pattern of amortizing the company's DAC and other actuarial balances on its universal life-type insurance contracts, participating life insurance policies and certain investment contracts may change; changes in laws, regulations or accounting standards; the company may not be able to protect its intellectual property and may be subject to infringement claims; the company's ability to pay stockholder dividends and meet its obligations may be constrained by the limitations on dividends Iowa insurance laws impose on Principal Life; litigation and regulatory investigations; from time to time the company may become subject to tax audits, tax litigation or similar proceedings, and as a result it may owe additional taxes, interest and penalties in amounts that may be material; applicable laws and the company's certificate of incorporation and by-laws may discourage takeovers and business combinations that some stockholders might consider in their best interests; competition, including from companies that may have greater financial resources, broader arrays of products, higher ratings and stronger financial performance; a downgrade in the company's financial strength or credit ratings; client terminations, withdrawals or changes in investor preferences; inability to attract and retain qualified employees and sales representatives and develop new distribution sources; an interruption in telecommunications, information technology or other systems, or a failure to maintain the confidentiality, integrity or availability of data residing on such systems; international business risks; fluctuations in foreign currency exchange rates; the company may need to fund deficiencies in its "Closed Block" assets; the company's reinsurers could default on their obligations or increase their rates; risks arising from acquisitions of businesses; and loss of key vendor relationships or failure of a vendor to protect information of our customers or employees .

Use of Non-GAAP Financial Measures

A non-GAAP financial measure is a numerical measure of performance, financial position, or cash flows that includes adjustments from a comparable financial measure presented in accordance with U.S. GAAP. In this press release, the company provides outlook on certain metrics that impact non-GAAP operating earnings (losses) and earnings growth. Non-GAAP operating earnings is a non-GAAP financial measure that management believes is useful to investors because it illustrates the performance of normal, ongoing operations. Non-GAAP operating earnings are determined by adjusting GAAP net income attributable to PFG for net realized capital gains and losses, as adjusted, and other after-tax adjustments the company believes are not indicative of overall operating trends. However, it is possible these adjusting items have occurred in the past and could recur in future reporting periods. Management uses non-GAAP measures for goal setting, as a basis for determining employee compensation, and evaluating performance on a basis comparable to that used by investors and securities analysts.

[About Principal](#)^{®11}

Principal helps people and companies around the world build, protect and advance their financial well-being through retirement, insurance and asset management solutions that fit their lives. Our employees are passionate about helping clients of all income and portfolio sizes achieve their goals - offering innovative ideas, investment expertise and real-life solutions to make financial progress possible. To find out more, visit us at principal.com.

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¹¹ Principal, Principal and symbol design and Principal Financial Group are trademarks and service marks of Principal Financial Services, Inc., a member of the Principal Financial Group.

Principal Financial Group

2019 Outlook Call

December 3, 2018



Forward looking statements

Certain statements made by the company which are not historical facts may be considered forward-looking statements, including, without limitation, statements as to non-GAAP operating earnings, net income attributable to PFG, net cash flows, realized and unrealized gains and losses, capital and liquidity positions, sales and earnings trends, and management's beliefs, expectations, goals and opinions. The company does not undertake to update these statements, which are based on a number of assumptions concerning future conditions that may ultimately prove to be inaccurate. Future events and their effects on the company may not be those anticipated, and actual results may differ materially from the results anticipated in these forward-looking statements. The risks, uncertainties and factors that could cause or contribute to such material differences are discussed in the company's annual report on Form 10-K for the year ended Dec. 31, 2017, and in the company's quarterly report on Form 10-Q for the quarter ended Sep. 30, 2018, filed by the company with the U.S. Securities and Exchange Commission, as updated or supplemented from time to time in subsequent filings. These risks and uncertainties include, without limitation: adverse capital and credit market conditions may significantly affect the company's ability to meet liquidity needs, access to capital and cost of capital; conditions in the global capital markets and the economy generally; volatility or declines in the equity, bond or real estate markets; changes in interest rates or credit spreads or a sustained low interest rate environment; the company's investment portfolio is subject to several risks that may diminish the value of its invested assets and the investment returns credited to customers; the company's valuation of investments and the determination of the amount of allowances and impairments taken on such investments may include methodologies, estimations and assumptions that are subject to differing interpretations; any impairments of or valuation allowances against the company's deferred tax assets; the company's actual experience could differ significantly from its pricing and reserving assumptions; the pattern of amortizing the company's DAC and other actuarial balances on its universal life-type insurance contracts, participating life insurance policies and certain investment contracts may change; changes in laws, regulations or accounting standards; the company may not be able to protect its intellectual property and may be subject to infringement claims; the company's ability to pay stockholder dividends and meet its obligations may be constrained by the limitations on dividends Iowa insurance laws impose on Principal Life; litigation and regulatory investigations; from time to time the company may become subject to tax audits, tax litigation or similar proceedings, and as a result it may owe additional taxes, interest and penalties in amounts that may be material; applicable laws and the company's certificate of incorporation and by-laws may discourage takeovers and business combinations that some stockholders might consider in their best interests; competition, including from companies that may have greater financial resources, broader arrays of products, higher ratings and stronger financial performance; a downgrade in the company's financial strength or credit ratings; client terminations, withdrawals or changes in investor preferences; inability to attract and retain qualified employees and sales representatives and develop new distribution sources; an interruption in telecommunication, information technology or other systems, or a failure to maintain the confidentiality, integrity or availability of data residing on such systems; international business risks; fluctuations in foreign currency exchange rates; the company may need to fund deficiencies in its "Closed Block" assets; the company's reinsurers could default on their obligations or increase their rates; risks arising from acquisitions of businesses; and loss of key vendor relationships or failure of a vendor to protect information of our customers or employees.

Use of non-GAAP financial measures

A non-GAAP financial measure is a numerical measure of performance, financial position, or cash flows that includes adjustments from a comparable financial measure presented in accordance with U.S. GAAP.

The company uses a number of non-GAAP financial measures management believes are useful to investors because they illustrate the performance of the company's normal, ongoing operations which is important in understanding and evaluating the company's financial condition and results of operations. While such measures are also consistent with measures utilized by investors to evaluate performance, they are not, however, a substitute for U.S. GAAP financial measures. Therefore, the company has provided reconciliations of the non-GAAP financial measures to the most directly comparable U.S. GAAP financial measure within the slides. The company adjusts U.S. GAAP financial measures for items not directly related to ongoing operations. However, it is possible these adjusting items have occurred in the past and could recur in future reporting periods. Management also uses non-GAAP financial measures for goal setting, as a basis for determining employee and senior management awards and compensation, and evaluating performance on a basis comparable to that used by investors and securities analysts.

The company also uses a variety of other operational measures that do not have U.S. GAAP counterparts, and therefore do not fit the definition of non-GAAP financial measures. Assets under management is an example of an operational measure that is not considered a non-GAAP financial measure.

Financial metrics

Principal Financial Group, Inc.
(in millions, except as indicated)

Trailing 12 months
9/30/2018

PFG	
Income (loss) before income taxes	\$1,856.3
Net realized capital (gains) losses	3.1
Net realized capital (gains) losses pre-tax adjustments	50.1
Non-GAAP pre-tax operating (earnings) losses attributable to noncontrolling interest	(12.0)
Income taxes related to equity method investments	61.6
Principal Financial Group Foundation, Inc. contribution	70.0
Non-GAAP pre-tax operating earnings ¹	\$2,029.1

Trailing 12 months 9/30/2018

	As reported	Impact of 3Q18 actuarial assumption review (AAR)	Excluding 3Q18 AAR ¹	Estimated impact of allocation changes	Estimated recast excluding AAR ¹	Impact of 3Q18 performance fee and elevated expenses	Estimated recast excluding AAR, performance fee and elevated expenses ¹
Segment pre-tax operating earnings (losses)							
RIS-Fee	\$549.0	\$7.7	\$541.3	\$(19.4)	\$521.9	\$ -	\$521.9
RIS-Spread	362.0	11.5	350.5	61.0	411.5	-	411.5
Principal Global Investors	576.8	-	576.8	9.7	586.5	85.6	500.9
Principal International	279.8	(53.5)	333.3	18.0	351.3	-	351.3
Specialty Benefits	277.1	6.2	270.9	(2.2)	268.7	-	268.7
Individual Life	169.8	(15.5)	185.3	26.6	211.9	-	211.9
Corporate	(185.4)	-	(185.4)	(93.7)	(279.1)	-	(279.1)
Non-GAAP pre-tax operating earnings ¹	\$2,029.1	\$(43.6)	\$2,072.7	\$ -	\$2,072.7	\$85.6	\$1,987.1

4 ¹ This is a non-GAAP financial measure and is reconciled to GAAP on this page.



Non-GAAP financial measure reconciliations

	Trailing 12 months 9/30/2018				
	As reported	Impact of 3Q18 AAR	Excluding 3Q18 AAR ¹	Estimated impact of allocation changes	Estimated recast, excluding AAR ¹
Net revenue					
RIS-Fee	\$1,647.0	\$(3.0)	\$1,650.0	\$(44.9)	\$1,605.1
RIS-Spread	\$536.8	\$(4.3)	\$541.1	\$35.6	\$576.7
Premium and fees					
Specialty Benefits	\$2,131.2	\$(1.7)	\$2,132.9	\$ -	\$2,132.9
Individual Life	\$1,091.0	\$(2.3)	\$1,093.3	\$ -	\$1,093.3

	Trailing 12 months 9/30/2018		
	As reported	Impact of 3Q18 performance fee	Excluding 3Q18 performance fee ¹
Principal Global Investors Operating Revenues Less Pass-Through Commissions			
Principal Global Investors operating revenues	\$1,756.4	\$253.1	\$1,503.3
Principal Global Investors commission expense	(166.9)	-	(166.9)
Principal Global Investors operating revenues less pass-through commissions ¹	\$1,589.5	\$253.1	\$1,336.4

	Trailing 12 months 9/30/2018		
	As reported	Impact of 3Q18 AAR	Excluding 3Q18 AAR ¹
Principal International Combined Net Revenue (at PFG Share)			
Principal International pre-tax operating earnings	\$279.8	\$(53.5)	\$333.3
Principal International combined operating expenses other than pass-through commissions (at PFG share)	685.5	50.1	635.4
Principal International combined net revenue (at PFG share) ¹	\$965.3	\$(3.4)	\$968.7

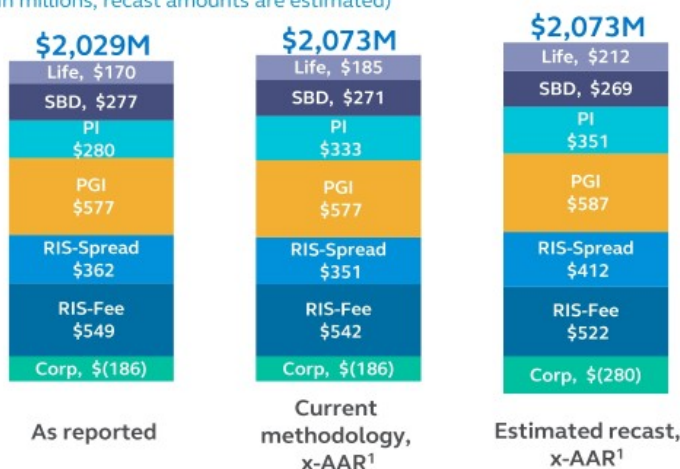
5 ¹ This is a non-GAAP financial measure and is reconciled to GAAP on this page.



2019 allocation changes

- Effective 1/1/2019, we are making allocation changes to **compensation & other expenses** and **net investment income**; prior periods will be recast
- **2019 and long-term guidance ranges reflect the estimated allocation changes**
- **Importantly, there is no impact to total company financial results**
- Changes are being made as a result of a global financial process improvement project
- The expense allocation changes simplify the allocation processes, increase transparency, and allow for more effective expense management across the enterprise
- The net investment income allocation changes better align our internal capital allocation with enterprise capital targets

3Q 2018 TTM non-GAAP pre-tax operating earnings
(\$ in millions, recast amounts are estimated)



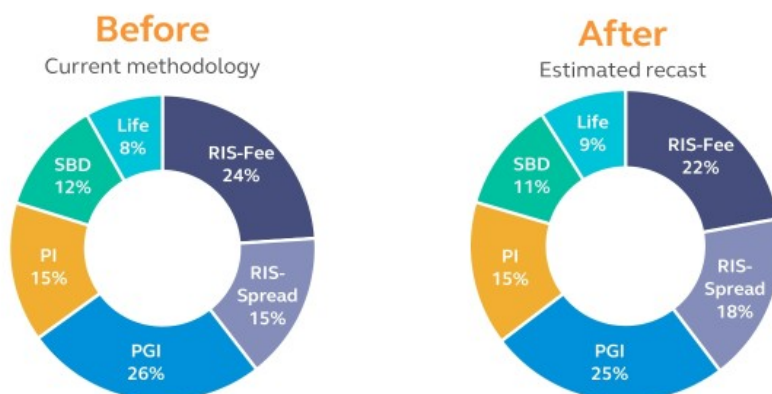
- Approximately **\$100M of compensation & other expenses** on an annual basis is moving out of the business units and into Corporate
- Approximately **\$50M of net investment income** on an annual basis is shifting between RIS-Fee, RIS-Spread, Specialty Benefits, and Individual Life

6 ¹ Excludes the impacts of the 3Q18 actuarial assumption review

No significant change to contribution to non-GAAP pre-tax operating earnings by business

3Q 2018 TTM non-GAAP pre-tax operating earnings

(Excludes the impact of the 3Q18 actuarial assumption review and Corporate; recast figures are estimated)

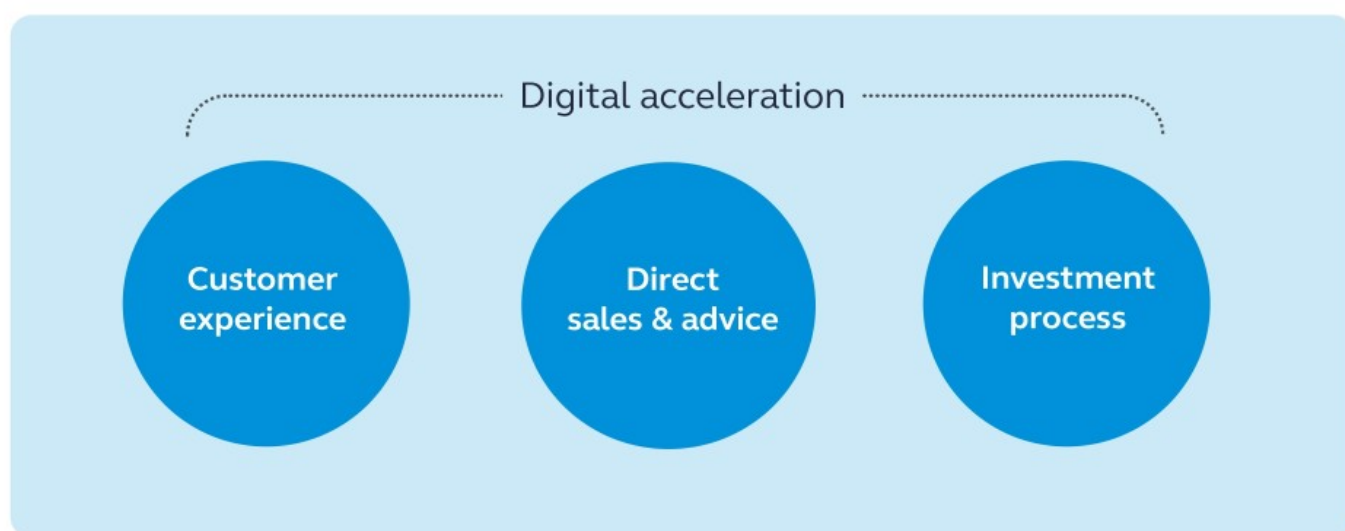


Timing of the changes

- **Allocation changes effective 1/1/2019**
- 4Q 2018 will be reported under the current allocation methodology
- A recast version of the 4Q 2018 financial supplement will be released in Feb 2019

Investment in digital strategies continues

- Continuing to accelerate our digital investments in 2019
- Expect the net impact (digital investment less revenue and expense benefits) to be approximately a \$50 to \$60 million dollar pre-tax investment in 2019, similar to 2018 levels



2019 outlook assumptions

Equity markets	2019 S&P 500 daily average between 2,830 and 2,850, based on levels as of 11/28/2018 8% total return (6% price appreciation + 2% dividend yield)
Interest rates	3.25% – 3.50% 10-year treasury rate at year-end 2019
Foreign exchange rates	Rates follow external consensus ¹ as of Nov. 2018
Total company operating earnings effective tax rate ²	16-20%
Weighted average diluted shares outstanding	280M – 282M
Corporate pre-tax operating losses	\$(300)M - \$(320)M

¹ Latin America uses local Central Bank estimates and Asia uses Bloomberg

² The operating earnings effective tax rate is a non-GAAP measure and, on a total company basis, is approximately 4% higher than the U.S. GAAP effective tax rate primarily due to net realized capital gains and losses (NRCG).

Retirement and Income Solutions

Retirement and Income Solutions		3Q 2018 TTM, x-AAR ¹		2019 outlook	Long-term outlook
		Current methodology	Estimated recast		
RIS-Fee	Net revenue	\$1,650.0	\$1,605.1		
	Pre-tax operating earnings	\$541.3	\$521.9		
	Net revenue annual growth rate	1.9%	2.3%	(2)-2%	1-5%
	Pre-tax return on net revenue	32.8%	32.5%	26-30%	28-32%
RIS-Spread	Net revenue	\$541.1	\$576.7		
	Pre-tax operating earnings	\$350.5	\$411.5		
	Net revenue annual growth rate	(1.6)%	(1.7)%	5-10%	5-10%
	Pre-tax return on net revenue	64.8%	71.4%	65-70%	65-70%

Highlights:

- Guidance ranges reflect allocation changes
- RIS-Fee's 2019 net revenue growth and margins reflects unfavorable equity market performance through 11/28/2018
- RIS-Fee's 2019 net revenue growth is dampened approximately 2 percentage points due to customers moving from commissions to fee arrangements; lower fees are offset by lower commissions and there is no impact to pre-tax operating earnings

¹ Excludes the impact of the 3Q18 actuarial assumption review
 Non-GAAP financial measures included on this slide are reconciled on slides 4 and 5
 See appendix for definitions of measures

Principal Global Investors

Principal Global Investors	3Q 2018 TTM, x-performance fee ¹		2019 outlook	Long-term outlook
	Current methodology	Estimated recast		
Operating revenues less pass-through commissions	\$1,336.4	\$1,336.4		
Pre-tax operating earnings, adjusted for noncontrolling interest	\$497.0	\$506.7		
Operating revenues less pass-through commissions annual growth rate	3.7%	3.7%	1-5%	4-7%
Pre-tax return on operating revenues less pass-through commissions	37.2%	37.9%	34-38%	34-38%

Highlights:

- Guidance ranges reflect allocation changes
- PGI's 2019 operating revenue growth and margins reflects unfavorable market performance through 11/28/2018

¹ Excludes the impacts of the 3Q18 performance fee and elevated expenses
 Non-GAAP financial measures included on this slide are reconciled on slides 4 and 5
 See appendix for definitions of measures

Principal International

Principal International	3Q 2018 TTM, x-AAR ¹		2019 outlook	Long-term outlook
	Current methodology	Estimated recast		
Combined net revenue (at PFG share)	\$968.7	\$968.7		
Pre-tax operating earnings	\$333.3	\$351.3		
Combined net revenue annual growth rate (at PFG share, in reported USD)	10.6%	10.6%	5-9%	11-14%
Pre-tax return on combined net revenue (at PFG share, in reported USD)	34.4%	36.3%	35-39%	38-43%

Highlights:

- Guidance ranges reflect allocation changes
- PI's 2019 combined net revenue growth and margins reflect foreign currency exchange headwinds and pressures in Latin America; margins also reflect higher DAC amortization in Brazil as a result of the 3Q18 actuarial assumption review

Note:

- Combined net revenue (at PFG share) reflects our share of net revenue for all Principal International companies at 100% ownership less pass-through commissions. This metric is to be used to derive Principal International's 2019 outlook. Principal International's combined net revenue (at PFG share) cannot be derived from the segment level income statement provided in the financial supplement.

¹ Excludes the impact of the 3Q18 actuarial assumption review
 Non-GAAP financial measures included on this slide are reconciled on slides 4 and 5
 See appendix for definitions of measures

U.S. Insurance Solutions

U.S. Insurance Solutions		3Q 2018 TTM, x-AAR ¹		2019 outlook	Long-term outlook
		Current methodology	Estimated recast		
Specialty Benefits	Premium and fees	\$2,132.9	\$2,132.9		
	Pre-tax operating earnings	\$270.9	\$268.7		
	Premium and fees annual growth rate	7.7%	7.7%	7-9%	7-9%
	Pre-tax return on premium and fees	12.7%	12.6%	12-14%	11-14%
	Loss ratio	62%	62%	60-66%	60-66%
Individual Life	Premium and fees	\$1,093.3	\$1,093.3		
	Pre-tax operating earnings	\$185.3	\$211.9		
	Premium and fees annual growth rate	4.2%	4.2%	4-8%	4-8%
	Pre-tax return on premium and fees	16.9%	19.4%	16-20%	17-21%

13 ¹ Excluding the impact of the 3Q18 actuarial assumption review
 Non-GAAP financial measures included on this slide are reconciled on slides 4 and 5
 See appendix for definitions of measures



2019 capital deployment strategy

- Expect to deploy \$1.0B - \$1.4B of capital in 2019
- Continue to have a balanced approach to capital deployment to enhance long-term shareholder value:

Grow capital

- Organic growth
- Mergers and acquisitions (M&A)

Return capital

- Common stock dividends
- Share repurchases

Optimize capital structure

- Financial flexibility

- Expect to externally deploy 65–70% of our net income over the long-term, with fluctuations in any given year

Appendix



What if things don't go as expected?

Impacts of key macroeconomic conditions on Principal's annual non-GAAP pre-tax operating earnings

If macroeconomics change by...	Equity market return +/- 10%	Interest rates +/- 100 bps	FX: U.S. dollar changes +/- 2%
Then Principal's annual non-GAAP pre-tax operating earnings will change by...	+/- 4-6% ¹	+/- < 1% ²	-/+ < 1% ³
And the primary businesses impacted are...	RIS – Fee PGI	RIS – Spread Individual Life SBD	PI

¹ Assumes an immediate 10% change in the S&P 500 followed by 2% growth per quarter thereafter

² Excludes the impact of actuarial unlockings

³ Principal is primarily impacted by changes in Latin American and Asian currencies. Inverse relationship between movement of the U.S. dollar and impact to pre-tax operating earnings.

Estimated impacts of allocation changes

3Q 2018 on a trailing twelve month basis

Estimated income statement line item impacts of the net investment income and compensation and other expense allocation changes

(\$ in millions)

Line Item	Impacts of allocation changes; 9/30/2018 TTM							Total impact of allocation changes
	RIS-Fee	RIS-Spread	Principal Global Investors	Principal International	Specialty Benefits	Individual Life	Corporate	
Premiums and other considerations	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Fees and other revenues	-	-	-	-	-	-	-	-
Net investment income	(44.9)	35.6	-	-	(3.0)	12.3	-	-
Total operating revenues	(44.9)	35.6	-	-	(3.0)	12.3	-	-
Benefits, claims and settlement expenses	-	-	-	-	-	-	-	-
Dividends to policyholders	-	-	-	-	-	-	-	-
Commissions	-	-	-	-	-	-	-	-
Capitalization of DAC	-	-	-	-	-	-	-	-
Amortization of DAC	-	-	-	-	-	-	-	-
Depreciation and amortization	-	-	-	-	-	-	-	-
Interest expense on corporate debt	-	-	-	-	-	-	-	-
Compensation and other	(25.5)	(25.4)	(9.7)	(18.0)	(0.8)	(14.3)	93.7	-
Total expenses	(25.5)	(25.4)	(9.7)	(18.0)	(0.8)	(14.3)	93.7	-
Non-GAAP pre-tax operating earnings (losses)	\$ (19.4)	\$ 61.0	\$ 9.7	\$ 18.0	\$ (2.2)	\$ 26.6	\$ (93.7)	\$ -

9/30/2018 TTM income statement impacts of the 2018 actuarial assumption review and PGI performance fee and elevated expenses

Line Item	Annual actuarial assumption review					Subtotal actuarial assumption review	Accelerated performance fee & elevated expenses in PGI	Total
	RIS-Fee	RIS-Spread	Principal International	Specialty Benefits	Individual Life			
Premiums and other considerations	\$ -	\$ -	\$ -	\$ (1.7)	\$ -	\$ (1.7)	\$ -	\$ (1.7)
Fees and other revenues	-	-	-	-	(2.3)	(2.3)	253.1	250.8
Net investment income	-	-	(53.5)	-	-	(53.5)	-	(53.5)
Total operating revenues	-	-	(53.5)	(1.7)	(2.3)	(57.5)	253.1	195.6
Benefits, claims and settlement expenses	3.0	4.3	-	(10.0)	20.7	18.0	-	18.0
Dividends to policyholders	-	-	-	-	1.8	1.8	-	1.8
Commissions	-	-	-	-	-	-	-	-
Capitalization of DAC	-	-	-	-	-	-	-	-
Amortization of DAC	(10.7)	(15.8)	-	-	(9.3)	(35.8)	-	(35.8)
Depreciation and amortization	-	-	-	-	-	-	-	-
Interest expense on corporate debt	-	-	-	-	-	-	-	-
Compensation and other	-	-	-	2.1	-	2.1	167.5	169.6
Total expenses	(7.7)	(11.5)	-	(7.9)	13.2	(13.9)	167.5	153.6
Non-GAAP pre-tax operating earnings (losses)	\$ 7.7	\$ 11.5	\$ (53.5)	\$ 6.2	\$ (15.5)	\$ (43.6)	\$ 85.6	\$ 42.0

Measure definitions

Net revenue: operating revenues less benefits, claims and settlement expenses less dividends to policyholders.

Pre-tax operating earnings: operating earnings before income taxes and after noncontrolling interest.

Pre-tax return on net revenue: pre-tax operating earnings divided by net revenue.

Operating revenues less pass-through commissions: the company has determined this measure is more representative of underlying operating revenues growth for Principal Global Investors as it removes commissions that are collected through fee revenue and passed through expenses with no impact to pre-tax operating earnings. In addition, using this metric provides a more meaningful representation of our profit margins.

Pre-tax return on operating revenues less pass-through commissions: pre-tax operating earnings, adjusted for noncontrolling interest divided by operating revenues less pass-through commissions.

Combined net revenue (at PFG share): reflects our share of net revenue for all Principal International companies at 100% less pass-through commissions. The company has determined combined net revenue (at PFG share) is more representative of underlying net revenue growth for Principal International as it reflects our proportionate share of consolidated and equity method subsidiaries. In addition, using this net revenue metric provides a more meaningful representation of our profit margins. The difference between combined net revenue (at PFG share) and pre-tax operating earnings is combined operating expenses other than pass-through commissions (at PFG share).

Pre-tax return on combined net revenue (at PFG share): pre-tax operating earnings divided by combined net revenue (at PFG share).

Premium and fees: premiums and other considerations plus fees and other revenues.

Pre-tax return on premium and fees: pre-tax operating earnings divided by premium and fees.

