## SEC Form 4

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# FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

|                          | OMB APPROVAL |  |  |  |  |  |  |  |  |  |  |
|--------------------------|--------------|--|--|--|--|--|--|--|--|--|--|
| OMB Number:              | 3235-0287    |  |  |  |  |  |  |  |  |  |  |
| Estimated average burden |              |  |  |  |  |  |  |  |  |  |  |
| hours per response.      | 0.5          |  |  |  |  |  |  |  |  |  |  |

| (Last) (First) (Middle) |         |       | 2. Issuer Name and Ticker or Trading Symbol PRINCIPAL FINANCIAL GROUP INC [ PFG ] 3. Date of Earliest Transaction (Month/Day/Year) 12/07/2007 |         | 5. Relationship of Reporting Person(s) to Issu<br>(Check all applicable)<br>Director 10% Ow<br>X Officer (give title Other (sş<br>below)<br>Sr. VP - International |                 |  |  |  |
|-------------------------|---------|-------|---|---------|--|-----------------|--|--|--|
| 711 HIGH STREET         |         |       | 12/07/2007<br>4. If Amendment, Date of Original Filed (Month/Day/Year)  | 6 Indiv | vidual or Joint/Group Filing (Check Applicable   |                 |  |  |  |
| (Street)<br>DES MOINES  | IA      | 50392 | 4. In Americanient, Date of Original Filed (Wolfdi/Day/Teal)  | Line)   | Form filed by One Rep  | orting Person   |  |  |  |
| (City)                  | (State) | (Zip) |   |         | Form filed by More that<br>Person  | n One Reporting |  |  |  |

#### Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | n Date, Transaction Disposed Of (D) (Instr. 3, 4 ar<br>Code (Instr. 5) |   | (A) or<br>3, 4 and | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |   |                      |
|---------------------------------|--|---|--|---|--------------------|---|---|---|---|----------------------|
|                                 |  |   | Code   | v | Amount             | (A) or<br>(D)   | Price   | Transaction(s)<br>(Instr. 3 and 4)                                |   | (1150.4)             |
| Common Stock                    | 12/07/2007                                 |   | A  |   | 151                | A   | \$0 <sup>(1)</sup>  | 21,073 <sup>(2)</sup>   | D |                      |
| Common Stock                    | 12/07/2007                                 |   | Р  |   | 61                 | A   | \$ <mark>6</mark> 7   | 21,134 <sup>(2)</sup>   | D |                      |
| Common Stock                    |  |   |  |   |                    |   |   | 2,852   | I | By<br>401(k)<br>Plan |
| Common Stock                    |  |   |  |   |                    |   |   | 149   | Ι | By<br>Spouse         |

# Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transa<br>Code (<br>8) |   | 5. Nu<br>of<br>Deriv<br>Secu<br>Acqu<br>(A) or<br>Dispo<br>of (D)<br>(Instr<br>and 5 | rative<br>rities<br>ired<br>osed<br>. 3, 4 | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative Security<br>(Instr. 3 and 4) |  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---|---|--|---|------------------------------|---|--|--|--|--------------------|--|--|---|--|--|--|
|   |   |  |   | Code                         | v | (A)  | (D)  | Date<br>Exercisable  | Expiration<br>Date | Title  | Amount<br>or<br>Number<br>of<br>Shares |   |  |  |  |
| Performance<br>Units                                | (3)   | 12/07/2007                                 |   | Α                            |   | 96   |  | (4)  | (4)                | Common<br>Stock  | 96                                     | (4)   | 7,190  | D  |  |
| Phantom<br>Stock Units                              | (3)   | 12/07/2007                                 |   | A                            |   | 63.1   |  | (5)  | (5)                | Common<br>Stock  | 63.1                                   | \$66.6  | 4,732.8  | D  |  |

Explanation of Responses:

1. Grant of restricted stock units.

2. Includes 3,340 shares acquired pursuant to the Principal Financial Group, Inc. Employee Stock Purchase Plan.

3. Security converts to common stock on a one-for-one basis.

4. The reported performance units were acquired pursuant to the Principal Financial Group Long-Term Performance Plan. Units under the Plan will be settled in cash or stock within a five-year period from the date of vesting.

5. The reported phantom stock units were acquired pursuant to the Principal Select Savings Excess Plan and may be transferred at any time into another investment alternative under the Plan. Interests under the Plan will be settled upon the reporting person's retirement or other termination of service.

**Remarks:** 

Joyce N. Hoffman, by Power of 12/11/2007

Date

<u>Attorney</u>

\*\* Signature of Reporting Person

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.