FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

| Washington, | D.C. 20549 |
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

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* HOCHSCHILD ROGER C   |  |  |   |        | PR                            | 2. Issuer Name and Ticker or Trading Symbol PRINCIPAL FINANCIAL GROUP INC PFG ] |        |       |              |                                  |      |  |  |   |  |                                    | tionship<br>all appli<br>Directo          | ,  |               |  |   |  |  |
|---|--|--|---|--------|-------------------------------|---|--------|-------|--------------|----------------------------------|------|--|--|---|--|------------------------------------|---|--|---------------|--|---|--|--|
| (Last) 711 HIG  | (Fi<br>H STREET  | *  | (Middle)                                      |        |                               | 3. Date of Earliest Transaction (Month/Day/Year) 03/26/2021                     |        |       |              |                                  |      |  |  |   |  |                                    | Officer<br>below)                         | er (give title<br>v)   |               | Other (below)  | specify   |  |  |
| (Street) DES MC   |  |  | 50392<br>(Zip)                                |        | 4. If                         | 4. If Amendment, Date of Original Filed (Month/Day/Year)                        |        |       |              |                                  |      |  |  |   | 6.<br>Lir                              |                                    | Form f                                    | rual or Joint/Group Filing (Check Applicable Form filed by One Reporting Person Form filed by More than One Reporting Person |               |  |   |  |  |
|   |  | Tab  | e I - Non                                     | -Deriv | ative                         | Sec   | uritie | es Ac | qui          | red, C                           | Disp | osed (   | of, or   | r Ber   | neficia                                | lly (                              | Owned                                     | d<br>t   |               |  |   |  |  |
| 1. Title of Security (Instr. 3)  2. Transac Date (Month/Date) |  |  |   |        |                               | Execution Date,   |        |       | ,   T        | Code (Instr.                     |      | 4. Securities Acquired (A)<br>Disposed Of (D) (Instr. 3,<br>5) |  |   |  | 4 and Securiti<br>Benefic<br>Owned |   | es Fo<br>ally (D<br>Following (I)  |               | n: Direct<br>or Indirect<br>nstr. 4)                                     | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |  |
|   |  |  |   |        |                               |   | Code   | v     | Amount       | (A) or (D)                       |      | Price  | - 1  | Reported<br>Transaction(s<br>(Instr. 3 and 4) |  |                                    |   | ,iiisu. 4)   |               |  |   |  |  |
| Common Stock 03/2   |  |  |   |        | 5/2021                        | /2021   |        |       | Α            |                                  | 192  | A S  |  | \$ <mark>0</mark> (1                          | l)                                     | 21,014                             |   |  | D             |  |   |  |  |
|   | 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. Deeme<br>Execution<br>if any<br>(Month/Da | Date,  | 4.<br>Transa<br>Code (I<br>8) |   |        |       | Expi         | ate Exer<br>iration I<br>nth/Day | ate  |  | 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative Secu<br>(Instr. 3 and 4) |   | Security<br>d 4)                       | Der                                | Price of<br>rivative<br>curity<br>str. 5) | 9. Number<br>derivative<br>Securities<br>Beneficial<br>Owned<br>Following<br>Reported<br>Transactio<br>(Instr. 4)            | e<br>s<br>lly | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | Beneficial<br>Ownership<br>(Instr. 4)                             |  |  |
|   |  |  |   |        | Code                          | v   | (A)    | (D)   | Date<br>Exer | e<br>rcisable                    |      | xpiration<br>ate   | Title  |   | Amount<br>or<br>Number<br>of<br>Shares |                                    |   |  |               |  |   |  |  |
| Phantom<br>Stock<br>Units                                     | (2)  | 03/26/2021                                 |   |        | A                             |   | 143    |       |              | (3)                              |      | (3)  | Comr   |   | 143                                    | \$                                 | 660.63                                    | 15,63  | 1             | D  |   |  |  |

## **Explanation of Responses:**

- 1. Grant of restricted stock units.
- 2. The units convert to common stock on a one-for-one basis.
- 3. The reported phantom stock units were acquired pursuant to the Principal Deferred Compensation Plan for Non-Employee Directors 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.

## Remarks:

Alex P. Montz, by Power of <u>Attorney</u>

03/30/2021

\*\* 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.