FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

| l | OMB APPRO | VAL |
|---|------------------------|-----------|
| | OMB Number: | 3235-0287 |
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| l | hours per response: | 0.5 |

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* | | | | | | 2. Issuer Name and Ticker or Trading Symbol | | | | | | | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) | | | | | |
|---|---------------------------|--|----------------------|----------------------------|------------------------------|--|---------------|--------------------------------------|---|------------------|----------------|------------------------|---|---|--------------------|---------------------------|-------------------------|--|
| DAN MICHAEL T | | | | | | PRINCIPAL FINANCIAL GROUP INC [PFG] | | | | | | | X Direc | , | | 10% O | wner | |
| , | | 1 1 | | | | | | | | | er (give title | | Other (| specify | | | | |
| (Last) (First) (Middle) | | | | | | 3. Date of Earliest Transaction (Month/Day/Year) | | | | | | | belov | v) | | below) | | |
| 711 HIGH STREET | | | | | 12/05/2019 | | | | | | | | | | | | | |
| , | 4. | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | 6. Individual or Joint/Group Filing (Check Applicable | | | | | | | | | |
| (Street) | | | | | | | | | | | | Lir | X Form filed by One Reporting Person | | | | | |
| DES MOINES IA 50392 | | | 50392 | | | | | | | | | | Form filed by More than One Reporting | | | | | |
| | | | | | | | | | | | | | Person | | | | ining | |
| (City) (State) (Zip) | | | | | | | | | | | | | | | | | | |
| | | Tab | le I - Non-D | Derivativ | e Se | curitie | s Ac | quired, I | Disp | osed o | of, or Be | neficia | lly Owne | ed | | | | |
| 1. Title of | Transactio | 2A. Deemed Execution Date, | | | 3. 4. Securities Acquired (A | | | | 5. Amo | | | | 7. Nature of Indirect | | | | | |
| | | | | | 'ear) | if any | f any | | Code (Instr. 5) | | | sıı. 3, 4 aı | Benefi | ially (D) | | or Indirect | Beneficial Ownership | |
| | | | | | (Month/Day/Ye | | | ar) 8) | | 100 | | _ | Owned Following Reported Transaction(s) | | (I) (Instr. 4) | | (Instr. 4) | |
| | | | | Code | V | Amount | ount (A) or P | | (Instr. | and 4) | | | | | | | | |
| Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned | | | | | | | | | | | | | | | | | | |
| | | | | | | | | , option | | | | | , | | | | | |
| 1. Title of | 2. | 3. Transaction Date (Month/Day/Year) | 3A. Deemed | 4. | | 5. Number | | 6. Date Exercisable and | | | 7. Title and | | 8. Price of | | | 10. | 11. Nature | |
| Derivative Security | Conversion or Exercise | | Execution Dat if any | ite, Transact Code (Ins | | nsaction of le (Instr. Derivative | | Expiration Date Amount of Securities | | | | Derivative Security | derivative Securities | | Ownership Form: | of Indirect Beneficial | | |
| (Instr. 3) | Price of Derivative | | (Month/Day/Ye | ear) 8) | Securities Acquired | | | | | | | | (Instr. 5) | Beneficially Owned | | Direct (D) or Indirect | Ownership (Instr. 4) | |
| | Security | | | | | (A) or Disposed of (D) (Instr. 3, 4 and 5) | | (Instr. 3 and 4) | | | | | | Following Reported Transaction(s) (Instr. 4) | | (I) (Instr. 4) | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | (1113411 4) | | | | |
| | | | | | | | | | Т | | | Amount | 1 | | | | | |
| | | | | | | | | D-4- | | | | Number | | | | | | |
| | | | | Code | v | (A) | (D) | Date Exercisable | | kpiration ate | Title | of Shares | | | | | | |
| Phantom | (1) | 12/05/2010 | | | П | 520.0 | | (2) | Τ | (2) | Common | 520.9 | 4 52.50 | 10.15 | | Б | | |
| Stock Units | (1) | 12/05/2019 | | A | | 520.9 | | (4) | | (2) | Stock | 320.9 | \$52.79 | 10,154 | + | D | | |

Explanation of Responses:

- 1. The units convert to common stock on a one-for-one basis.
- 2. 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:

Patrick A. Kirchner, by Power of Attorney 12/06/2019

** 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.