FORM 3

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

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

of Social Softly of the infocution Company (see Softly Sof									
1. Name and Address of Reporting Person* RIVERA ALFREDO		2. Date of Event Requiring Statement (Month/Day/Year) 11/25/2020	3. Issuer Name and Ticker or Trading Symbol PRINCIPAL FINANCIAL GROUP INC [PFG]						
(Last) 711 HIGH STREE	(First)	(Middle)		Relationship of Reporting Person(s) to (Check all applicable)			5. If Amendment, Date of Original Filed (Month/Day/Year)		
(Street)				X Director Officer (give title below)	10% Owner Other (specify	6. In		up Filing (Check Applicable Line) One Reporting Person	
DES MOINES	IA	50392					Form filed by N	More than One Reporting Person	
(City)	(State)	(Zip)							
Table I - Non-Derivative Securities Beneficially Owned									
			Table I - Non-D	erivative Securities Beneficially C	Owned	'			
1. Title of Security (I	nstr. 4)		Table I - Non-D	2. Amount of Securities Beneficially O Owned (Instr. 4)	3. Ownership Fo Direct (D) or Ind (Instr. 5)		ture of Indirect Ben	eficial Ownership (Instr. 5)	
1. Title of Security (In	nstr. 4)		Table II - Der	2. Amount of Securities Beneficially	3. Ownership Fo Direct (D) or Ind (Instr. 5)		ture of Indirect Ben	eficial Ownership (Instr. 5)	
Title of Security (In Title of Derivative	,		Table II - Der	2. Amount of Securities Beneficially Owned (Instr. 4) ivative Securities Beneficially Owwarrants, options, convertible securities	3. Ownership Fo Direct (D) or Ind (Instr. 5) rned curities)		5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	eficial Ownership (Instr. 5) 6. Nature of Indirect Beneficial Ownership (Instr. 5)	

Explanation of Responses

No securities are beneficially owned.

Alex P. Montz, y Power of Attorney

** Signature of Reporting Person 12/04/2020

Date

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

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.

^{*} If the form is filed by more than one reporting person, see Instruction 5 (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.

Power of Attorney

Know all by these presents, that the undersigned hereby constitutes and appoints Daniel J. Houston, Deanna D. Strable-Soethout, Christopher J.

(1) execute for and on behalf of the undersigned, in the undersigned's capacity as a beneficial owner of securities of Principal Financial Grou

(2) do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to complete and execute any such:

(3) take any other action of any type whatsoever in connection with the foregoing which, in the opinion of each such attorney-in-fact, may be

The undersigned hereby grants to each such attorney-in-fact power and authority to do and perform any and every act and thing whatsoever requi

The Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Schedules 13(d), Forms 3, 4 and

From and after the date hereof, any Power of Attorney previously granted by the undersigned concerning the subject matter hereof is hereby revo

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of this 1st day of December, 2020.

/s/ Mario Alfredo Rivera Garcia

Name: Mario Alfredo Rivera Garcia

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