| SEC Form 4 | |
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FORM 4

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

I OMB APPROVAL

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

| OMB Number: | 3235-0287 |
|-----------------------|-----------|
| Estimated average bur | den |
| hours per response: | 0.5 |

| Section 16. For | y continue. See | t to STATE | STATEMENT OF CHANGES IN BENEFICIAL OV Filed pursuant to Section 16(a) of the Securities Exchange Act of 1 or Section 30(h) of the Investment Company Act of 1940 | | | | | | | | |
|---------------------------------|-----------------|------------|--|--|--|--|--|--|--|--|--|
| 1. Name and Addr Walker Robe | 1 0 | Person* | 2. Issuer Name and Ticker or Trading Symbol PRINCIPAL FINANCIAL GROUP INC PFG] | | | | | | | | |
| (Last) 711 HIGH STR | (First) REET | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year) 03/28/2023 | | | | | | | | |
| (Street) | | | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | | |
| DES MOINES | IA | 50392 | | | | | | | | | |
| (City) | (State) | (Zip) | Rule 10b5-1(c) Transaction Indication | | | | | | | | |

SENEFICIAL OWNERSHIP

curities Exchange Act of 1934 t Company Act of 1940

| <u>Walker Roberto</u> | | | | | _ | PRINCIPAL FINANCIAL GROUP INC [PFG] | | | | | | | · | eck all applic Directo | , | | Owner er (specify | |
|---|---|--|--|-----------------------------|--------|--|-------|--|------------------|--|------------------------|---|---|---|--|---|--|--|
| (Last) (First) (Middle) 711 HIGH STREET | | | | | | 3. Date of Earliest Transaction (Month/Day/Year) 03/28/2023 | | | | | | | | below) | below) EVP, Principal Lat | | below) | |
| (Street) DES MOINES IA 50392 (City) (State) (Zip) | | | | | - 4. I | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | | e) <mark>X</mark> Form f | iled by One iled by More | int/Group Filing (Check Applicable ed by One Reporting Person ed by More than One Reporting | | |
| | | | | | | Rule 10b5-1(c) Transaction Indication X Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10. | | | | | | | | | | | nded to | |
| | | Tak | ole I - N | on-Deriv | vativ | e Se | curit | ies Ac | quired | l, Di | sposed o | f, or Bei | neficial | ly Owned | | | | |
| 1. Title of Security (Instr. 3) | | | 2. Transa Date (Month/D | ction 2 E ay/Year) if | | 2A. Deemed Execution Date, if any (Month/Day/Year) | | 3. Transaction Code (Instr. | | 4. Securities Acquired (A) Disposed Of (D) (Instr. 3, 4 | | (A) or | 5. Amou Securitie Benefici Owned I | int of es ally Following | 6. Ownership Form: Direct (D) or Indirec (I) (Instr. 4) | of Indirect Beneficial Ownership | | |
| | | | | | | | | | Code | v | Amount | (A) or (D) | Price | Reporte Transac (Instr. 3 | tion(s) | | (Instr. 4) | |
| Common | Stock | | | 03/28/ | 2023 | 2023 | | | A | | 9,009 | Α | \$51.3 | 3 48,0 | 699 ⁽³⁾ | D | | |
| Common | Stock | | | 03/28/ | 2023 | 2023 | | | A | | 17,882 | Α | \$37.3 | 8 66,: | 66,581 ⁽³⁾ | | | |
| Common Stock 03/28/2 | | | | 2023 | .023 | | D | | 26,891(1) |) D | \$72.18 | ⁽²⁾ 39, | 690 ⁽³⁾ | D | | | | |
| | | | Table II | | | | | | | | oosed of, convertik | | | Owned | | | | |
| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deen Executio if any (Month/D | ned n Date, Day/Year) | | ransaction ode (Instr. D) A (U D 0 0 | | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | 6. Date Exercisa Expiration Date (Month/Day/Yea | | 7. Title and Amour of Securities Underlying Derivative Securit (Instr. 3 and 4) | | 8. Price of Derivative Security (Instr. 5) | | i Ownersh Form: Iy Direct (D) or Indirec (I) (Instr. 4 | Beneficial D) Ownership ect (Instr. 4) | |
| | | | | | Code | v | (A) | (D) | Date Exercisa | able | Expiration Date | Title | Amount or Number of Shares | | | | | |
| Employee Stock Option (Right to Buy) | \$51.33 | 03/28/2023 | | | М | | | 3,796 | 02/23/2 | 017 | 02/23/2025 | Common Stock | 3,796 | \$51.33 | 0 | D | | |
| Employee Stock Option (Right to Buy) | \$51.33 | 03/28/2023 | | | М | | | 5,212 | 02/23/2 | 018 | 02/23/2025 | Common Stock | 5,212 | \$51.33 | 0 | D | | |
| Employee Stock Option (Right to Buy) | \$37.38 | 03/28/2023 | | | М | | | 10,813 | 02/22/2 | 017 | 02/22/2026 | Common Stock | 10,813 | \$37.38 | 0 | D | | |
| Employee Stock Option (Right to Buy) | \$37.38 | 03/28/2023 | | | М | | | 7,069 | 02/22/2 | 018 | 02/22/2026 | Common Stock | 7,069 | \$37.38 | 3,744 | D | | |
| | 1 | 1 | | | | | 1 | | | | | | | 1 | 1 | | | |

Explanation of Responses:

1. The sales reported were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on 2/24/2023.

2. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$71.71 to \$72.47, inclusive. The reporting person undertakes to provide Principal Financial Group, Inc., any security holder of Principal Financial Group, Inc., or the staff of the Securities Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.

3. Includes 5,106 shares acquired pursuant to the Principal Financial Group, Inc. Employee Stock Purchase Plan.

Clint Woods ** Signature of Reporting Person

03/30/2023 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.