



The Principal Financial Group Profile of Florida

CORPORATE PROFILE

The Principal Financial Group® (The Principal®)¹ is a leader in offering businesses, individuals and institutional clients a wide range of financial products and services, including retirement and investment services, life and health insurance and banking through its diverse family of financial services companies. A member of the Fortune 500, the Principal Financial Group has \$305.7 billion in assets under management² and serves some 18.9 million customers worldwide from offices in Asia, Australia, Europe, Latin America and the United States. Principal Financial Group, Inc. is traded on the New York Stock Exchange under the ticker symbol PFG. For more information, visit www.principal.com.

OPERATING SEGMENTS

Retirement & Investor Services

To businesses of all sizes with a concentration on small and medium-sized businesses, we offer products and services for defined contribution pension plans, including 401(k) and 403(b) plans, defined benefit pension plans, non-qualified executive benefit plans and employee stock ownership plan (“ESOP”) consulting services. For more basic investment needs, we offer the SIMPLE IRA (Individual Retirement Account) and payroll deduction plans. To large institutional clients, we also offer investment-only products, including guaranteed investment contracts (“GICs”) and funding agreements and to employees of businesses and other individuals, we offer the ability to accumulate funds for retirement and savings through mutual funds, individual annuities and bank products.

Principal Global Investors

Principal Global Investors and its affiliates focus on providing a diverse range of asset management services covering a broad range of asset classes, investment styles and portfolio structures to Principal Financial Group and third-party institutional clients.

Principal International

Our Principal International segment has operations in Brazil, Chile, China, Hong Kong Special Administrative Region (“SAR”), India, Indonesia, Malaysia, Mexico, Singapore and Thailand. Through Principal International, we offer retirement products and services, annuities, mutual funds, institutional asset management and life insurance accumulation products.

U.S. Insurance Solutions

Comprised of individual life insurance and specialty benefits, which includes group dental, group vision, group life, group disability, wellness and individual disability insurance throughout the U.S. The focus is on providing comprehensive insurance solutions for small and medium-sized businesses.

¹ “The Principal Financial Group” and “The Principal” are registered service marks of Principal Financial Services, Inc., a member of the Principal Financial Group.

² As of September 30, 2010

Insurance products from the Principal Financial Group issued by Principal National Life Insurance Co. (except in NY) and Principal Life Insurance Co. Securities offered through Princi Financial Services Corp.: 800-247-1737, member SIPC. Principal Funds, Inc. is distributed by Principal Funds Distributor, Inc. Bank products offered through Principal Bank®, member FDIC, Equal Housing Lender. Principal National, Principal Life, Princi®, Principal Funds Distributor and Principal Bank are members of the Principal Financial Group®, Des Moines, IA 50392. Insurance, securities and annuities are not FDIC insured, not obligations or deposits of Principal Bank, not guaranteed by Principal Bank, and may be subject to investment risks, including possible loss of the principal invested.

MARKET PRESENCE OF THE PRINCIPAL IN THE STATE OF FLORIDA

PEOPLE

77 full time employees; 1 part time employee; with total wages paid of \$9,328,970. 100 retirees; 117 agents; 397 brokers/marketers produced new business.

RETIREMENT AND INVESTOR SERVICES US ASSET ACCUMULATION

Individual Annuity

10,673 annuity contracts

Pension

1,518 pension employer customers

\$659.2 million annual deposits

\$803.5 million annual benefit payments

\$4.3 billion retirement plan assets

145,431 pension plan members

Principal Funds, Inc.

119,423 mutual fund accounts representing more than \$2.3 billion

Principal Trust Company

22,631 individual (member) customers

US INSURANCE SOLUTIONS

Individual Life and Disability Insurance

Individual Life Insurance

30,342 life policies representing more than \$10.6 billion of insurance in force

Individual Disability Insurance

9,315 disability income policies

Group Life and Health Insurance

Group Life Insurance

83,795 insured persons

2,750 number of cases

Group Disability Insurance

34,616 insured persons

1,305 number of cases

Group Medical Insurance

792 insured persons

6 number of cases

Dental and Vision Insurance

88,291 insured persons

2,557 number of cases

Group Administrative Services Only (ASO)

Medical Coverage

323 members

1 number of cases

Disability

593 members

2 number of cases

Dental & Vision

1,265 members

2 number of cases

PRINCIPAL BANK

Deposits: \$131,762,133

Loans: \$44,017,087

TAXES PAID IN 2010

State premium taxes: \$2,164,158

Other taxes: \$2,006,592

State misc. taxes/fees: \$331,248