



The Principal Financial Group

Profile of Wisconsin

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 PrinciCor 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, PrinciCor®, 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 WISCONSIN

PEOPLE

103 full time employees; 5 part time employees; with total wages paid of \$8,682,262. 42 retirees; 54 agents; 137 brokers/marketers produced new business.

RETIREMENT AND INVESTOR SERVICES US ASSET ACCUMULATION

Individual Annuity

9,385 annuity contracts

Pension

1,081 pension employer customers

\$398.7 million annual deposits

\$502.1 million annual benefit payments

\$3.2 billion retirement plan assets

79,198 pension plan members

Principal Funds, Inc.

87,212 mutual fund accounts representing more than \$688.4 million

Principal Trust Company

6,392 individual (member) customers

US INSURANCE SOLUTIONS

Individual Life and Disability Insurance

Individual Life Insurance

27,948 life policies representing more than \$4.4 billion of insurance in force

Individual Disability Insurance

3,349 disability income policies

Group Life and Health Insurance

Group Life Insurance

84,703 insured persons

1,605 number of cases

Group Disability Insurance

49,720 insured persons

1,348 number of cases

Group Medical Insurance

10,741 insured persons

357 number of cases

Dental and Vision Insurance

24,999 insured persons

561 number of cases

Group Administrative Services Only (ASO)

Medical Coverage

29,661 members

4 number of cases

Disability

4,203 members

6 number of cases

Dental & Vision

35,687 members

6 number of cases

PRINCIPAL BANK

Deposits: \$36,003,178

Loans: \$18,851,283

TAXES PAID IN 2010

State premium taxes: \$1,100,291

Other taxes: \$12,629

State misc. taxes/fees: \$66,916