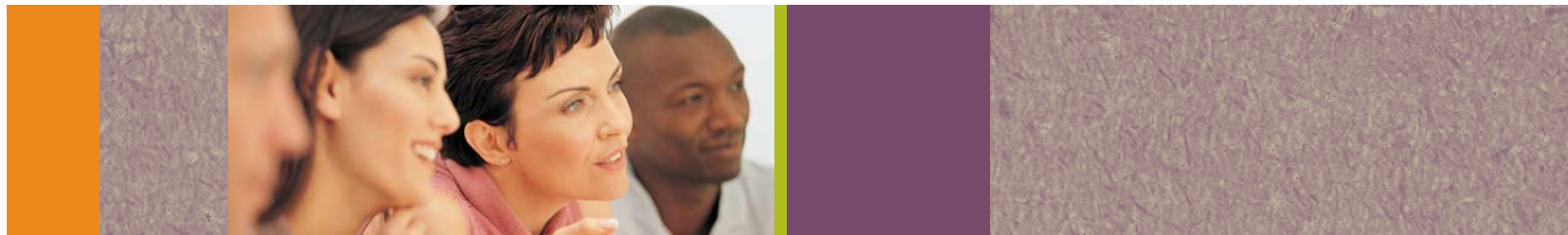


# About the Principal Financial Group



## Company Profile

The Principal Financial Group is a leader in offering businesses, individuals and institutional plan sponsors 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.

Retirement services have been a core business of The Principal for more than 60 years. As a total retirement solutions innovator, The Principal manages more than \$143 billion in retirement funds, representing more than 47,000 plan sponsors and more than 3 million participants.

A member of the Fortune 500, the Principal Financial Group has \$187.8 billion in assets under management and serves some 15.2 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.

## Highlights

### *U.S. Asset Management and Accumulation*

- 401(k) leader
- 47,000 employers with 3.1 million pension plan participants
- \$143.8 billion in assets under management
- Ranked among the 100 largest mutual fund managers, serving nearly 890,000 shareholder accounts
- Principal Bank assets of \$1.2 billion
- Principal Global Investors ranked No. 5 investment manager by net assets gained in 2004 (Money Management Letter)

### *International Asset Management and Accumulation*

- Third largest pension company in Brazil by deposits
- Second in new annuity sales in Chile
- Fourth largest AFORE in Mexico based on plan participants
- A top 10 provider in Hong Kong's Mandatory Provident Fund market based on assets
- More than 5 million customers

### *Life and Health Insurance*

- Seventh largest life insurer (Principal Life Insurance Company) based on statutory assets
- 75,000 employers with 5.2 million covered members
- More than \$176 billion of individual and group life insurance in force
- No. 3 provider of non-medical insurance, with nearly 105,000 coverages in force, including No. 2 group life provider based on contracts

Data as of December 31, 2004, unless otherwise noted. For the latest and additional information, visit [www.principal.com](http://www.principal.com).

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