

# SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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## FORM 8-K

### CURRENT REPORT

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report: **February 3, 2004**  
(Date of earliest event reported)

### **PRINCIPAL FINANCIAL GROUP, INC.**

(Exact name of registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction  
of incorporation)

**1-16725**  
Commission file number

**42-1520346**  
(I.R.S. Employer  
Identification Number)

**711 High Street, Des Moines, Iowa 50392**  
(Address of principal executive offices)

**(515) 247-5111**  
(Registrant's telephone number, including area code)

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**Item 7. Exhibits**

99 Table of full service accumulation sales for various reporting periods

**Item 9. Regulation FD Disclosure**

Investors have asked for additional information regarding Principal Financial Group, Inc.'s full service accumulation sales. Exhibit 99, attached, shows our full service accumulation sales for various reporting periods, including the three and twelve month periods ended December 31, 2003.

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

**PRINCIPAL FINANCIAL GROUP, INC.**

By: /s/ Thomas J. Graf  
Name: Thomas J. Graf  
Title: Senior Vice President - Investor Relations

Date: February 3, 2004



**Full Service Accumulation Sales<sup>1</sup>**  
(in billions)

	Three Months Ended					Twelve Months Ended		
	31-Dec-03	30-Sep-03	30-June-03	31-Mar-03	31-Dec-02	31-Dec-03	31-Dec-02	31-Dec-01
<i>Organic</i>	1.8	1.2	0.9	1.7	1.3	5.6	4.6	3.3
<i>M&amp;A<sup>2</sup></i>	-	-	-	0.8	0.9	0.8	1.4	-
<b><i>Total Sales</i></b>	1.8	1.2	0.9	2.5	2.2	6.4	6.0	3.3

	Three Months Ended					Twelve Months Ended		
	31-Dec-02	30-Sep-02	30-June-02	31-Mar-02	31-Dec-01	31-Dec-02	31-Dec-01	31-Dec-00
<i>Organic</i>	1.3	1.3	0.9	1.1	0.9	4.6	3.3	2.0
<i>M&amp;A<sup>2</sup></i>	0.9	0.1	0.2	0.2	-	1.4	-	-
<b><i>Total Sales</i></b>	2.2	1.4	1.1	1.3	0.9	6.0	3.3	2.0

<sup>1</sup> Full service accumulation sales are defined, for new cases, as an estimate of deposits expected in the first twelve months for new plans, and for existing plans taken over from another carrier, as the transferred assets plus new deposits expected in the first twelve months.

<sup>2</sup> M&A refers to business acquired through a formal arrangement with another carrier that is exiting all or part of the full service accumulation business.