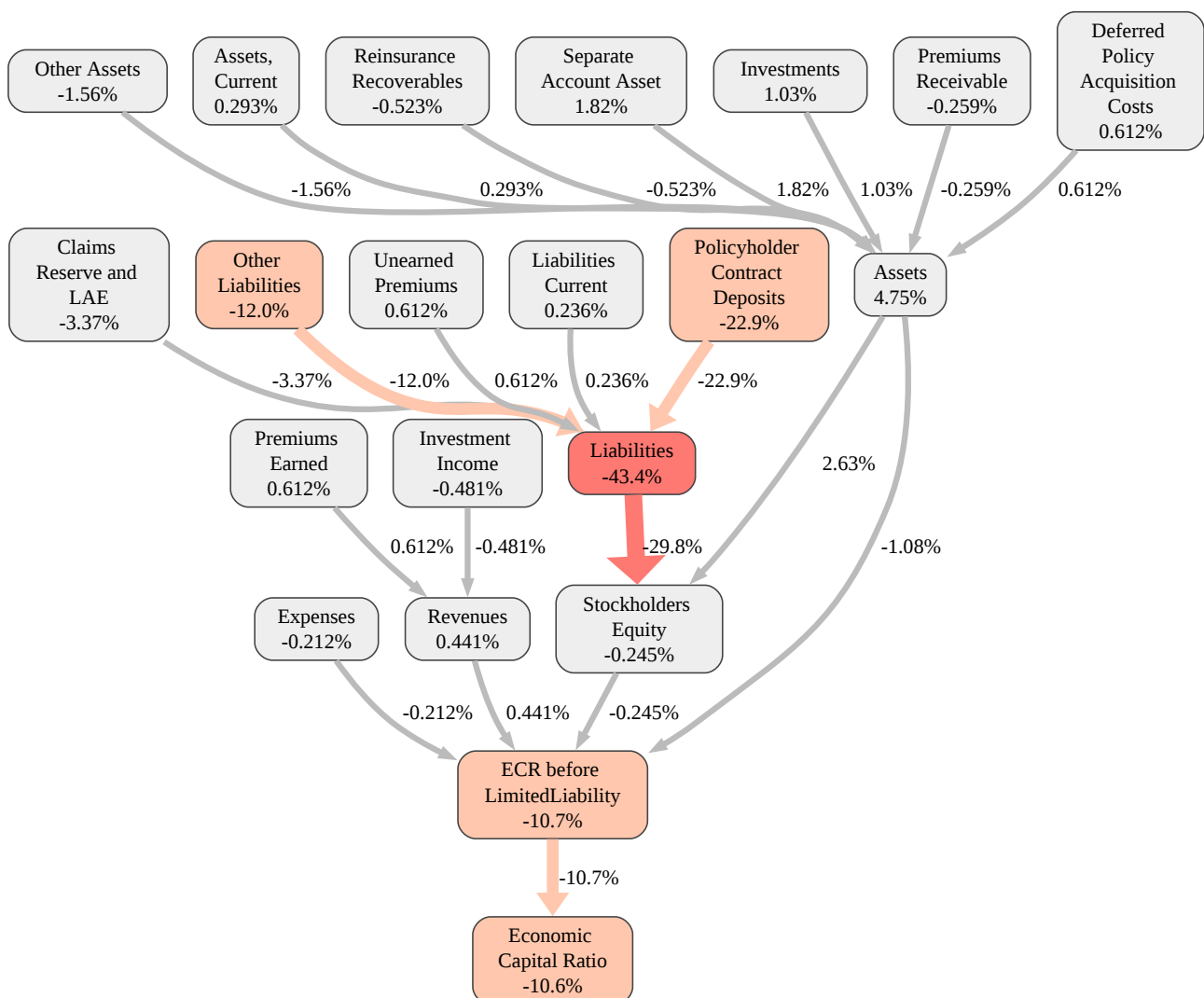




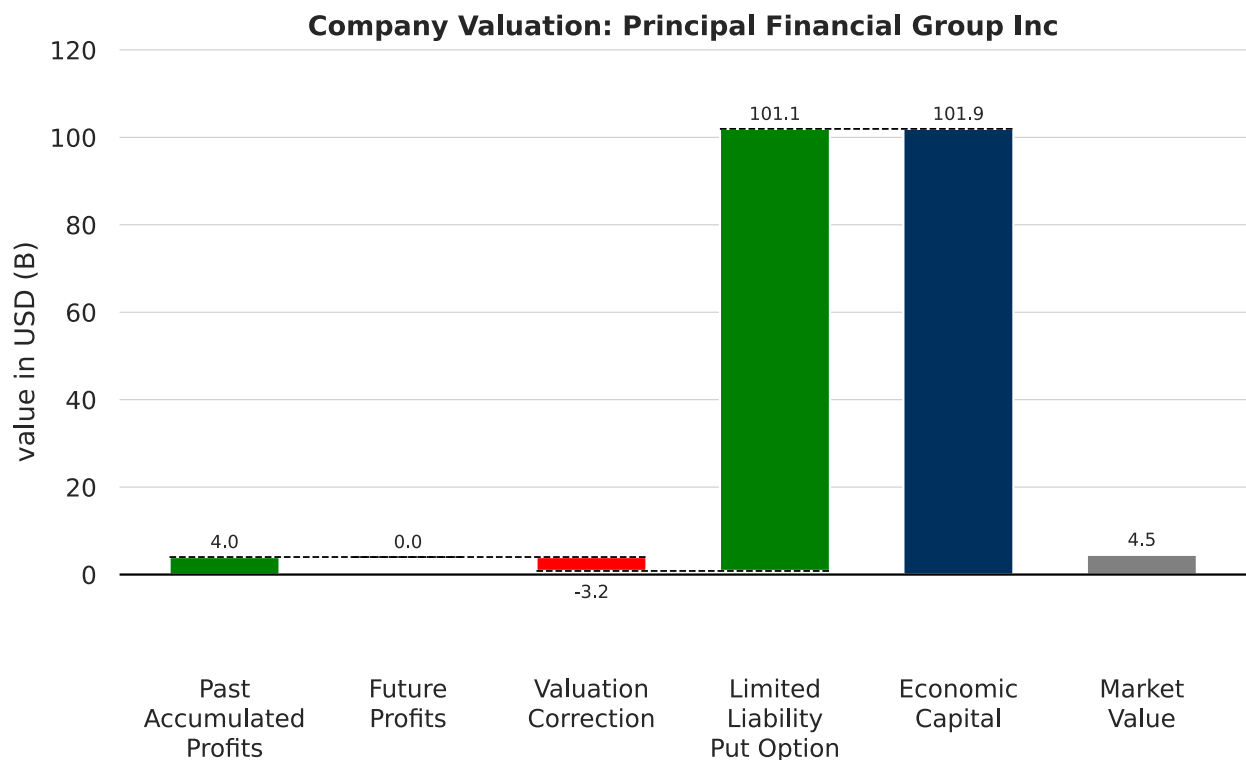
The relative strengths and weaknesses of Principal Financial Group Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Principal Financial Group Inc compared to the market average is the variable Assets, increasing the Economic Capital Ratio by 4.7% points. The greatest weakness of Principal Financial Group Inc is the variable Liabilities, reducing the Economic Capital Ratio by 43% points.

The company's Economic Capital Ratio, given in the ranking table, is 76%, being 11% points below the market average of 87%.

Input Variable	Value in 1000 USD
Assets, Current	2,240,400
Assets, Non-Current	1,677,900
Claims Reserve and LAE	19,248,300
Deferred Acquisition Costs Amortization	0
Deferred Policy Acquisition Costs	3,681,400
General and Administrative Expense	0
Insurance Commissions and Fees	0
Intangible Assets	1,238,100
Investment Income	3,400,800
Investments	63,936,500
Liabilities Current	0
Long Term Debt	1,584,600
Other Assets	1,181,200
Other Compr. Net Income	0
Other Expenses	2,868,900
Other Liabilities	45,612,400
Other Net Income	0
Other Revenues	1,697,700
Policyholder Benefits and Claims	5,334,500
Policyholder Contract Deposits	63,297,700
Premiums Earned	3,750,600
Premiums Receivable	1,065,400
Reinsurance Payable	0
Reinsurance Recoverables	0
Revenues Y+1	0
Revenues Y+2	0
Revenues Y+3	0
Revenues Y+4	0
Revenues Y+5	0
Separate Account Asset	62,738,500
Unearned Premiums	0

Output Variable	Value in 1000 USD
Assets	137,759,400
Liabilities	129,743,000
Expenses	8,203,400
Revenues	8,849,100
Stockholders Equity	8,016,400
Net Income	645,700
Comprehensive Net Income	645,700
BaseVar	371,251,200
ECR before LimitedLiability	0.61%
Economic Capital Ratio	76%



The RealRate Economic Capital of a company is its Past Accumulated Profits plus its Future Profits plus its Valuation Correction plus its Limited Liability Put Option. Past Accumulated Profits and Future Profits can be negative. The Limited Liability Put Option accounts for the limited liability of the shareholders, so the Economic Capital never falls below zero. Where the company is listed, its market value is shown next to it.