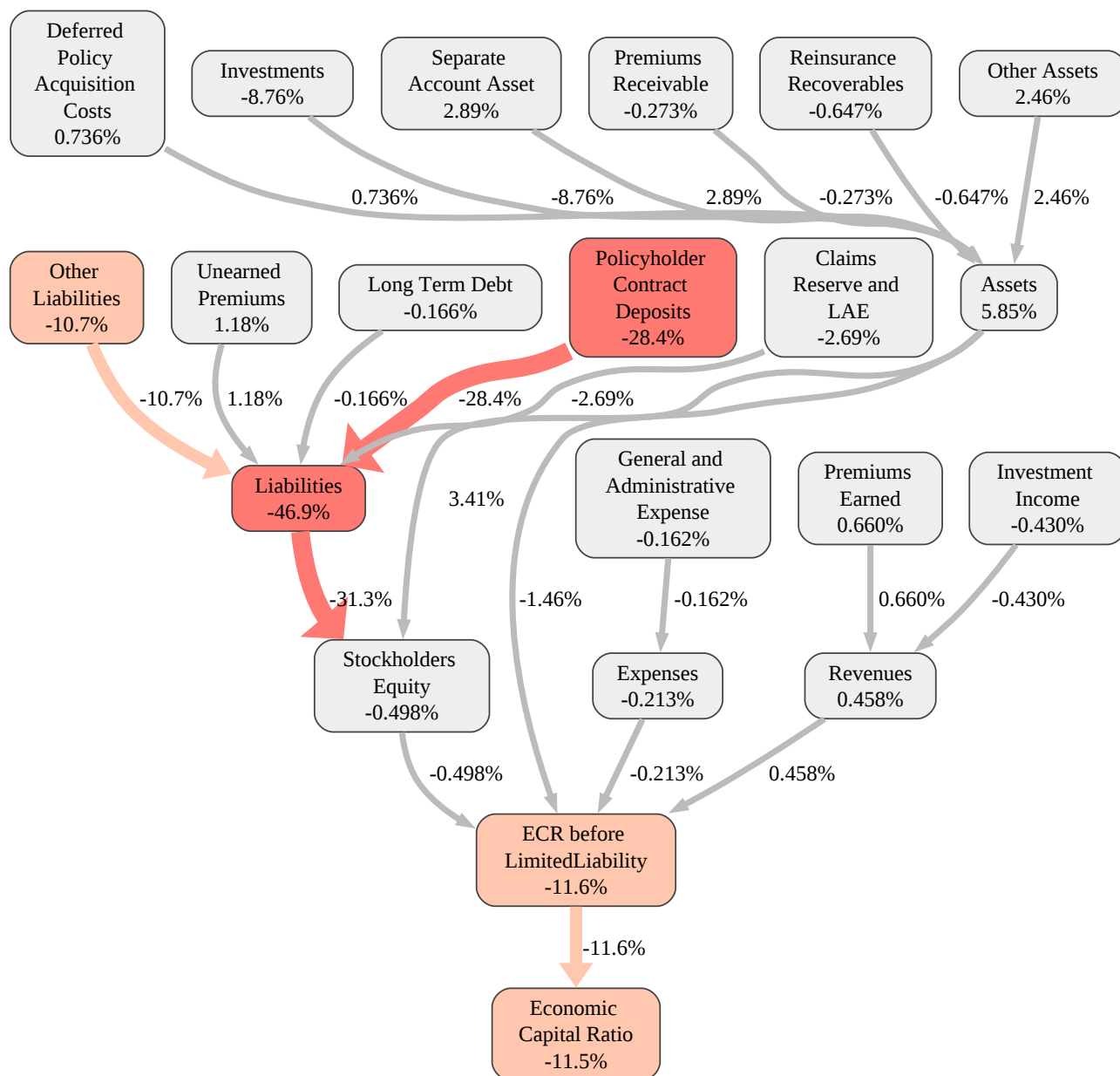




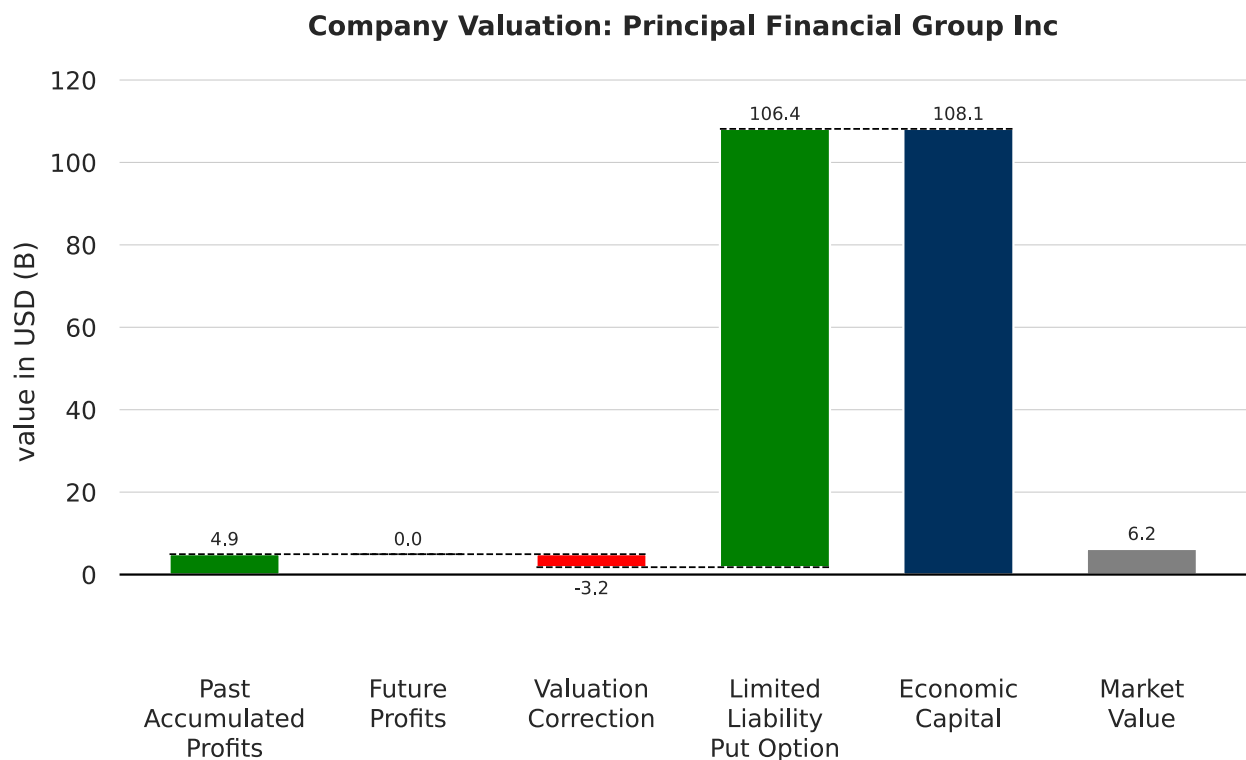
The relative strengths and weaknesses of Principal Financial Group Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Principal Financial Group Inc compared to the market average is the variable Assets, increasing the Economic Capital Ratio by 5.9% points. The greatest weakness of Principal Financial Group Inc is the variable Liabilities, reducing the Economic Capital Ratio by 47% points.

The company's Economic Capital Ratio, given in the ranking table, is 77%, being 11% points below the market average of 88%.

Input Variable	Value in 1000 USD
Assets, Current	1,877,400
Assets, Non-Current	1,323,300
Claims Reserve and LAE	20,046,300
Deferred Acquisition Costs Amortization	0
Deferred Policy Acquisition Costs	3,529,800
General and Administrative Expense	0
Insurance Commissions and Fees	0
Intangible Assets	1,180,000
Investment Income	3,496,500
Investments	0
Liabilities Current	0
Long Term Debt	1,583,700
Other Assets	67,102,300
Other Compr. Net Income	0
Other Expenses	3,103,000
Other Liabilities	43,968,600
Other Net Income	0
Other Revenues	2,106,600
Policyholder Benefits and Claims	5,338,400
Policyholder Contract Deposits	70,147,500
Premiums Earned	3,555,500
Premiums Receivable	1,063,000
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	69,555,300
Unearned Premiums	0

Output Variable	Value in 1000 USD
Assets	145,631,100
Liabilities	135,746,100
Expenses	8,441,400
Revenues	9,158,600
Stockholders Equity	9,885,000
Net Income	717,200
Comprehensive Net Income	717,200
BaseVar	408,165,804
ECR before LimitedLiability	1.3%
Economic Capital Ratio	77%



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.