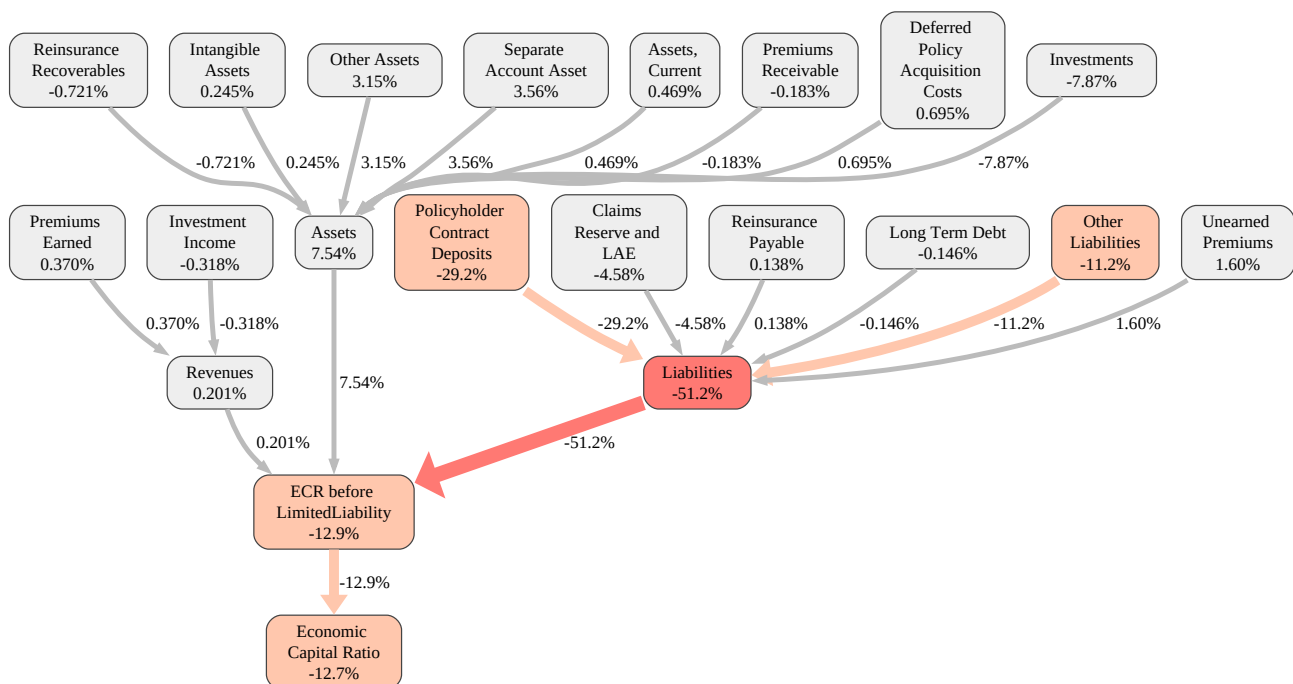




The relative strengths and weaknesses of Principal Financial Group Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

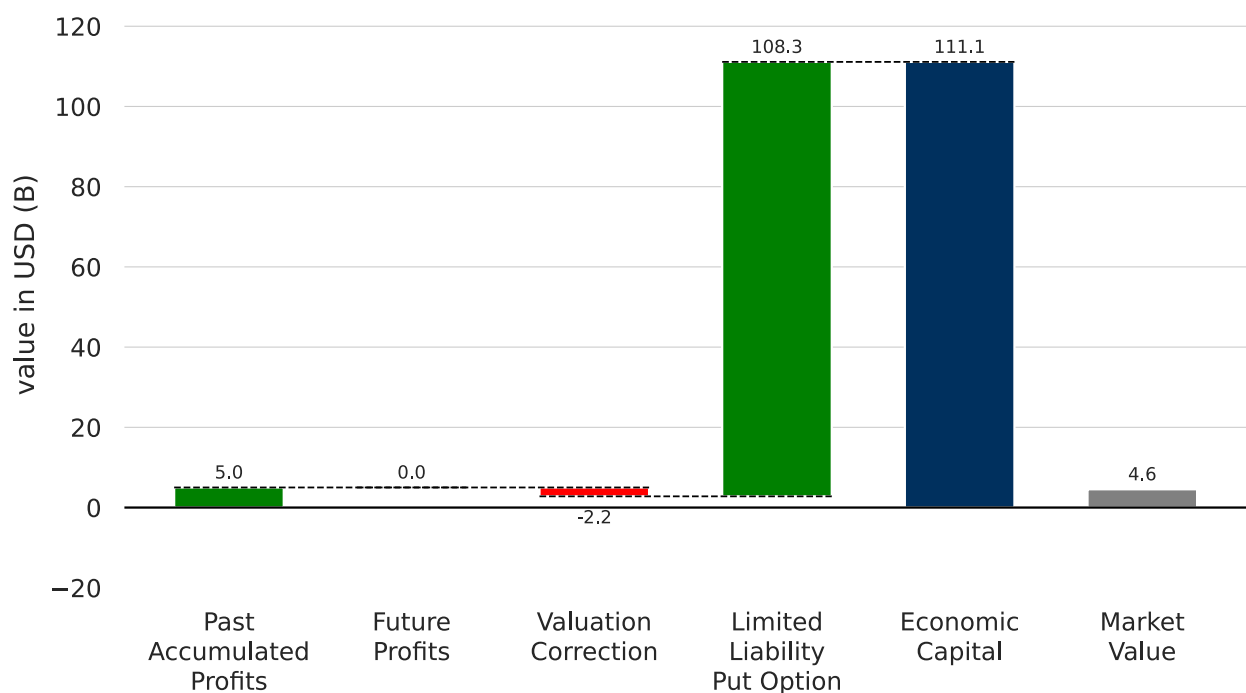
The greatest strength of Principal Financial Group Inc compared to the market average is the variable Assets, increasing the Economic Capital Ratio by 7.5% points. The greatest weakness of Principal Financial Group Inc is the variable Liabilities, reducing the Economic Capital Ratio by 51% points.

The company's Economic Capital Ratio, given in the ranking table, is 78%, being 13% points below the market average of 90%.

Input Variable	Value in 1000 USD
Assets, Current	2,833,900
Assets, Non-Current	942,200
Claims Reserve and LAE	20,207,900
Deferred Acquisition Costs Amortization	0
Deferred Policy Acquisition Costs	3,313,500
General and Administrative Expense	0
Insurance Commissions and Fees	0
Intangible Assets	1,372,900
Investment Income	3,375,800
Investments	0
Liabilities Current	0
Long Term Debt	1,564,800
Other Assets	67,225,900
Other Compr. Net Income	0
Other Expenses	3,504,300
Other Liabilities	44,604,200
Other Net Income	0
Other Revenues	2,442,800
Policyholder Benefits and Claims	4,454,100
Policyholder Contract Deposits	71,908,100
Premiums Earned	2,891,000
Premiums Receivable	1,245,200
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	71,364,400
Unearned Premiums	0

Output Variable	Value in 1000 USD
Assets	148,298,000
Liabilities	138,285,000
Expenses	7,958,400
Revenues	8,709,600
Stockholders Equity	10,013,000
Net Income	751,200
Comprehensive Net Income	751,200
BaseVar	564,200,591
ECR before LimitedLiability	2.0%
Economic Capital Ratio	78%

Company Valuation: Principal Financial Group Inc



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.