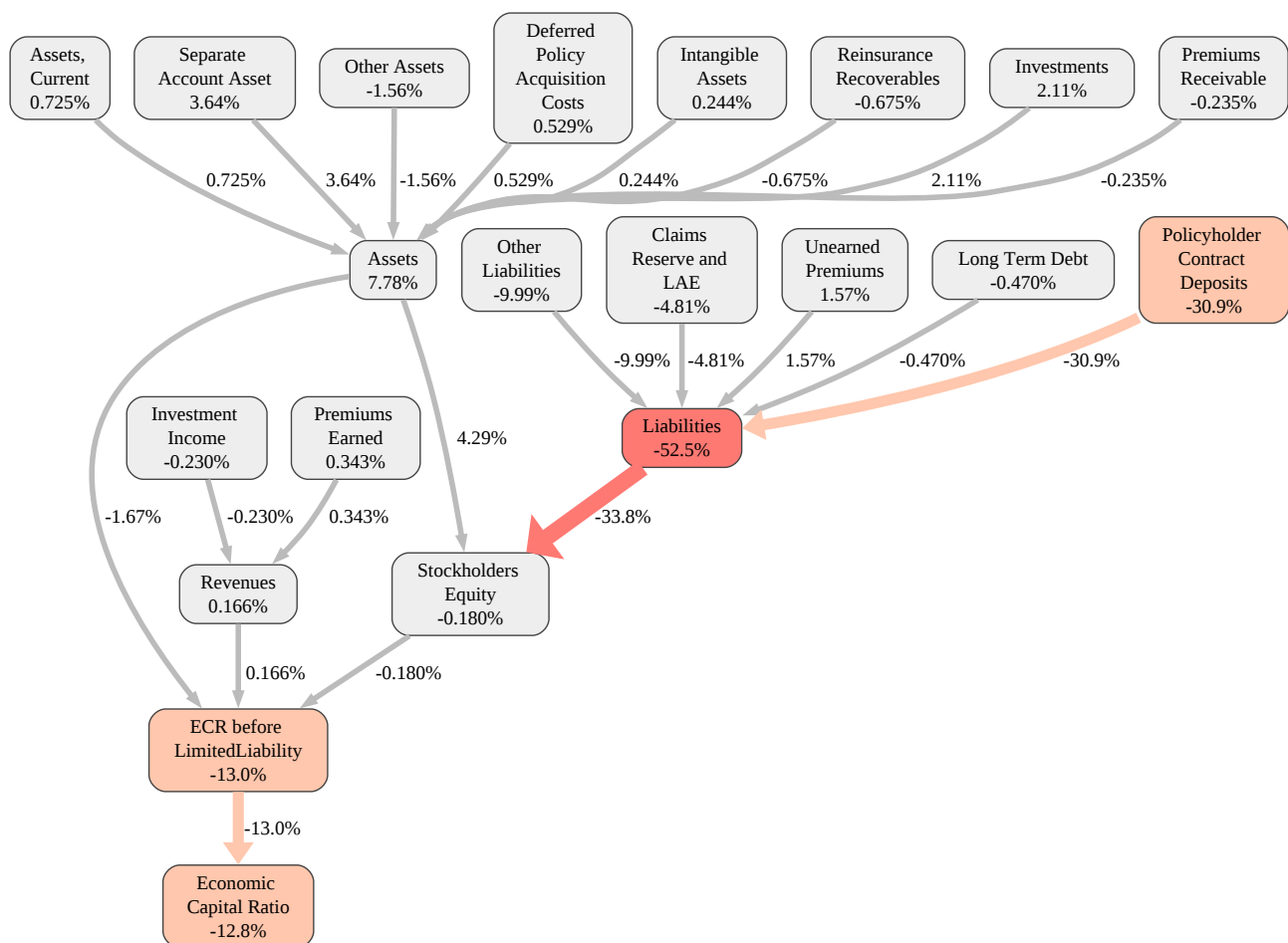




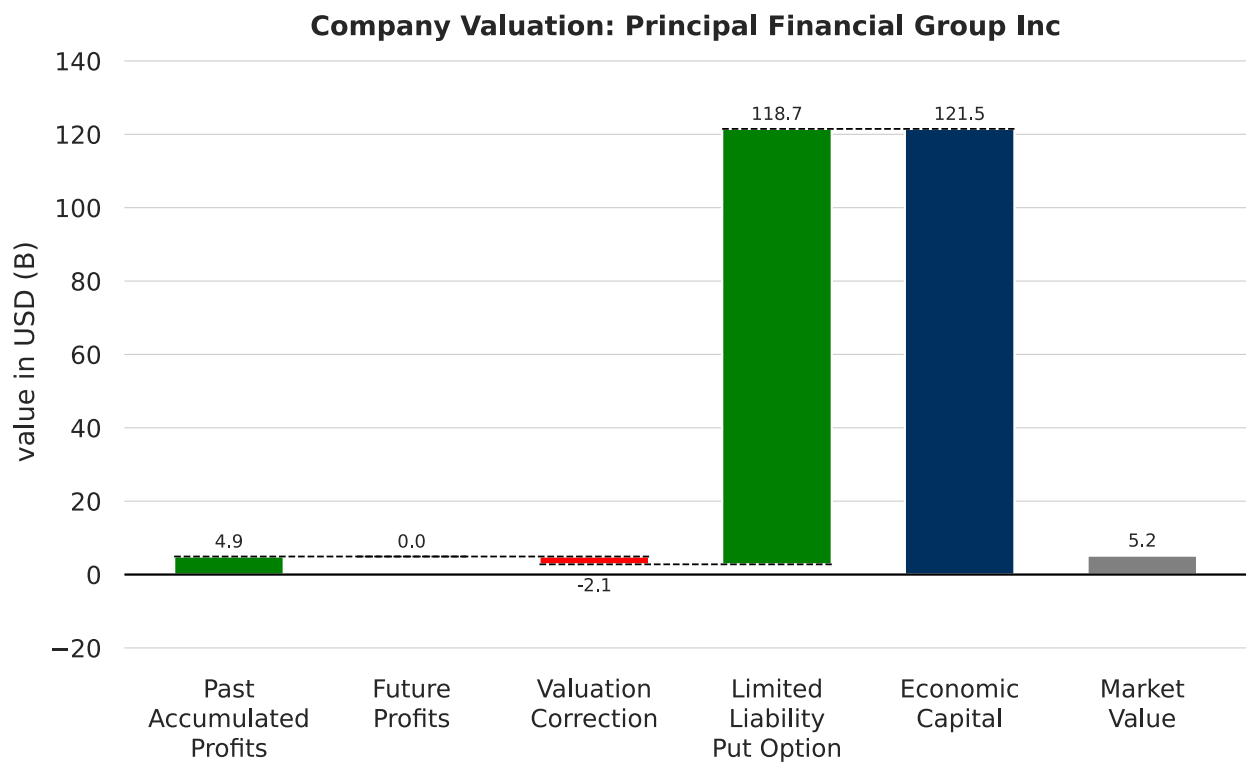
The relative strengths and weaknesses of Principal Financial Group Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Principal Financial Group Inc compared to the market average is the variable Assets, increasing the Economic Capital Ratio by 7.8% points. The greatest weakness of Principal Financial Group Inc is the variable Liabilities, reducing the Economic Capital Ratio by 53% points.

The company's Economic Capital Ratio, given in the ranking table, is 77%, being 13% points below the market average of 90%.

Input Variable	Value in 1000 USD
Assets, Current	4,177,200
Assets, Non-Current	1,471,000
Claims Reserve and LAE	22,436,200
Deferred Acquisition Costs Amortization	0
Deferred Policy Acquisition Costs	2,673,800
General and Administrative Expense	0
Insurance Commissions and Fees	0
Intangible Assets	1,470,600
Investment Income	3,254,900
Investments	68,811,300
Liabilities Current	0
Long Term Debt	2,671,300
Other Assets	584,400
Other Compr. Net Income	355,100
Other Expenses	3,266,500
Other Liabilities	44,615,200
Other Net Income	0
Other Revenues	2,740,800
Policyholder Benefits and Claims	5,123,900
Policyholder Contract Deposits	82,370,200
Premiums Earned	3,219,400
Premiums Receivable	1,084,400
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	81,653,800
Unearned Premiums	0

Output Variable	Value in 1000 USD
Assets	161,926,500
Liabilities	152,092,900
Expenses	8,390,400
Revenues	9,215,100
Stockholders Equity	9,833,600
Net Income	824,700
Comprehensive Net Income	1,002,250
BaseVar	679,120,165
ECR before LimitedLiability	1.8%
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.