



This document provides information **regarding the cost basis of your shares of Principal Financial Group, Inc. Common Stock.**

The table below shows you how to determine your cost basis and holding period, which you may need for tax purposes if you sold your shares.

<b>If you acquired your shares...</b>	<b>Then your cost basis is...</b>	<b>And your holding period began...</b>
As a result of Principal's demutualization	The IRS has advised Principal Financial Group that the cost basis of shares issued in its demutualization is \$0.00*	At the time you purchased your insurance policy or contract
Through a broker-dealer and subsequently moved the shares into a Computershare account	The price you paid for the shares	At the time you acquired the shares
As a transfer from another shareholder	Speak with your tax advisor	Speak with your tax advisor

\*Some taxpayers have challenged the IRS position regarding the cost basis of stock received in a demutualization. You should consult your tax advisor for further advice.

The information on this document does not constitute tax advice. It does not purport to be complete or describe the consequences that may apply in all situations.

Please contact Computershare Investor Services at 866-781-1368 regarding your shares of PFG, Inc. common stock.