

PRINCIPAL FINANCIAL GROUP INC  
 Form 4  
 October 29, 2013

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2015  
 Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**ZIMPLEMAN LARRY D**

2. Issuer Name and Ticker or Trading Symbol  
**PRINCIPAL FINANCIAL GROUP INC [PFG]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
**711 HIGH STREET**  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
**10/25/2013**

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
**Chairman, President & CEO**

**DES MOINES, IA 50392**

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price   |
| Common Stock                    | 10/25/2013                           |  | M <sup>(1)</sup>               |   | 14,278  | A  | \$ 39.02  |
|                                 |                                      |  |                                |   |   |  | 222,387 <sup>(2)</sup>                                |
| Common Stock                    | 10/25/2013                           |  | S <sup>(1)</sup>               |   | 14,278  | D  | \$ 47.14  |
|                                 |                                      |  |                                |   |   |  | 208,109 <sup>(2)</sup>                                |
|                                 |                                      |  |                                |   |   |  | <sup>(3)</sup>  |
| Common Stock                    | 10/28/2013                           |  | M <sup>(1)</sup>               |   | 93,907  | A  | \$ 39.02  |
|                                 |                                      |  |                                |   |   |  | 302,016 <sup>(2)</sup>                                |
| Common Stock                    | 10/28/2013                           |  | S <sup>(1)</sup>               |   | 93,907  | D  | \$ 47.09  |
|                                 |                                      |  |                                |   |   |  | 208,109 <sup>(2)</sup>                                |
|                                 |                                      |  |                                |   |   |  | <sup>(4)</sup>  |

Edgar Filing: PRINCIPAL FINANCIAL GROUP INC - Form 4

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |              |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title        | Amount or Number of Shares |
| Employee Stock Option (Right to Buy)       | \$ 39.02   | 10/25/2013                           |  | M <sup>(1)</sup>               | 14,278  | 02/28/2008   | 02/28/2015  | Common Stock | 14,278                     |
| Employee Stock Option (Right to Buy)       | \$ 39.02   | 10/28/2013                           |  | M <sup>(1)</sup>               | 93,907  | 02/28/2008   | 02/28/2015  | Common Stock | 93,907                     |

## Reporting Owners

| Reporting Owner Name / Address                               | Relationships |           |                           |       |
|--|---------------|-----------|---------------------------|-------|
|  | Director      | 10% Owner | Officer                   | Other |
| ZIMPLEMAN LARRY D<br>711 HIGH STREET<br>DES MOINES, IA 50392 |               |           | Chairman, President & CEO |       |

## Signatures

Joyce N. Hoffman, by Power of Attorney  
10/29/2013

\*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

## Edgar Filing: PRINCIPAL FINANCIAL GROUP INC - Form 4

- (1) Pursuant to a 10b5-1 trading plan adopted by the reporting person on June 12, 2013.
- (2) Includes 9,079 shares acquired pursuant to the Principal Financial Group, Inc. Employee Stock Purchase Plan.

The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$47.02

- (3) - \$47.93, inclusive. The reporting person undertakes to provide to Principal Financial Group, Inc., any security holder of Principal Financial Group, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in footnotes (3) and (4) to this Form 4.
- (4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$47.02 - \$47.21, inclusive.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.