Principal Life Ins Co

Domicile:

NAIC Number:

Year Established:

Company Type:

Group Affiliation: Principal Financial Group

711 High Street Address:

Des Moines IA 50392-0042

515-247-5111 Phone:

Ratings

A.M. Best Company(Best's Rating, 15 ratings)	A+ (2)
Standard & Poor's(Fin. Strength, 20 ratings)	A+ (5)
Moody's(Fin. Strength, 21 ratings)	Aa3 (4)
Fitch Ratings(Fin. Strength, 21 ratings)	AA- (4)
Weiss(Safety Rating, 16 ratings)	B+ (4)
Comdex Ranking(Percentile in Rated Companies)	93

Assets & Liabilities

Total Admitted Assets	130,020,070
Total Liabilities	126,075,764
Separate Accounts	69,967,807
Total Surplus & AVR	4,455,027
As % of General Account Assets	7.4%

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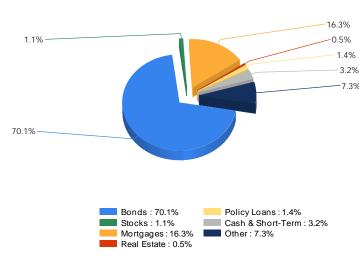
61271

1879

Stock

Invested Asset Distribution

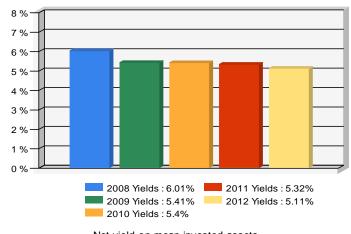
Total Invested Assets 58,084,195



Distribution of the invested assets

5 Year Investment Yields

5 Year Average 5.45%



Net yield on mean invested assets

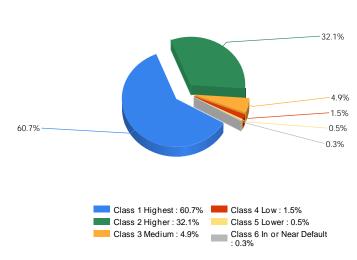
Non-Performing Assets

Bonds In or Near Default Problem Mortgages	2.5% 0.0%
Real Estate Acquired by Foreclosure	0.0%
Total Non-Performing Assets/Surplus & AVR	2.5%
As a Percent of Invested Assets	0.2%

Income & Earnings

Total Income	9,306,225
Net Premiums Written	5,388,599
Earnings Before Dividends and Taxes	834,328
Net Operating Earnings	603,857

Bond Quality



Distribution of bond classes

A Best's Financial Strength Rating opinion addresses the relative ability of an insurer to meet its ongoing insurance obligations. It is not a warranty of a company's financial strength and ability to meet its obligations to policyholders. View our Important Notice: Best's Credit Ratings for a disclaimer notice and complete details at http://www.ambest.com/ratings/notice.

Data for Year-End 2012 from the life insurance companies' statutory annual statements. All dollar amounts are in thousands. All ratings shown are current as of August 01, 2013.

Presented by: Rhonda Lewis, Annuity Marketing Services, 3368 Brentwood Dr, Baton Rouge, LA 70809 Phone: 225-930-0315 Email: missy.cobb@annuitymarketing.com