



Principal Funds Distributor, Inc.¹ – Form CRS – Customer Relationship Summary – March 27, 2024

Principal Funds Distributor, Inc. (“PFD”, “us”, “we” or “our”) is a broker-dealer registered with the Securities and Exchange Commission (“SEC”) and member of the Financial Industry Regulatory Authority, Inc. Brokerage and investment advisory services and fees differ. It is important that you understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

You will find “Conversation Starters” in each section below. Please ask these questions to help you better understand our services.

What investment services and advice can you provide me?

We act as a placement agent for interests in Principal-branded privately-offered products that may be sold to retail investors.² We only offer Principal-branded products managed by companies in the Principal Financial Group. You make the ultimate decision regarding whether to buy or sell Principal-branded financial products. We do not exercise investment discretion, provide investment monitoring or hold customer accounts or assets. We also serve as the distributor and principal underwriter of certain Principal-branded investment funds and investment products. We do not have a customer relationship with you solely because we distribute Principal-branded financial products. Each product has an investment minimum, which is described in the offering materials.

For additional information, please see our website <https://www.principalam.com> and disclosures <https://www.principalglobal.com/documentdownload/130233>.

Conversation Starters: Ask your financial professional the following questions.

- ✓ *Given my financial situation, should I choose a brokerage service? Why or why not?*
- ✓ *How will you choose investments to recommend to me?*
- ✓ *What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?*

What fees will I pay?

You will pay product-level fees and expenses, which are disclosed in the product’s offering documents. You do not pay commissions or sales charges to us.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

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¹ Statements in this summary (including our obligation to act in your best interest when making a securities recommendation) (i) are required by SEC Form CRS, summary in nature and limited in substance and size by SEC Form CRS; (ii) relate only to our obligations under SEC Regulation Best Interest, (iii) do not create or modify any agreement, relationship or obligation between you and us or our financial professionals; and (iv) are subject to the more complete terms and conditions of our other disclosures.

² For purposes of Form CRS, “retail investor” is defined as “a natural person or legal representative of such natural person, who seeks to receive or receives services primarily for personal, family, or household purposes.”

Conversation Starters. Ask your financial professional the following questions.

- ✓ *Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?*

What are your legal obligations to me when providing recommendations? How else does your firm make money and what conflicts of interest do you have?

When we provide you with a recommendation, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the recommendations we provide you. Here are some examples to help you understand what this means.

- We only offer proprietary, Principal-branded financial products. Because we do not recommend a competitor's product, account or a strategy utilizing a product that is not Principal-branded, we do not consider all possible alternatives that could be recommended. The fees our affiliates receive vary depending on the product.
- We have an incentive to recommend that you buy a Principal-branded financial product that pays us and our affiliates higher fees over one that pays our affiliates less and to recommend new Principal-branded financial products to increase overall assets in the new products.

Conversation Starters. Ask your financial professional the following questions.

- ✓ *How might your conflicts of interest affect me, and how will you address them?*

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How do your financial professionals make money?

Our financial professionals receive a base salary and a bonus. Bonuses are discretionary and are determined using qualitative and quantitative factors, including relationship-building efforts, sales results, and overall job performance.

Do you or your financial professionals have legal or disciplinary history?

Yes, while PFD does not have any legal or disciplinary history, some of our financial professionals and affiliates do. Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starters. Ask your financial professional the following questions.

- ✓ *As a financial professional, do you have any disciplinary history? For what type of conduct?*

Additional Information

You can find additional information about our services at principalam.com. You may request up-to-date information or an up-to-date copy of this relationship summary by contacting us at 1-800-787-1621 or <https://www.principal.com/contact-us>.

Conversation Starters. Ask your financial professional the following questions.

- ✓ *Who is my primary contact person?*
- ✓ *Is he or she a representative of an investment adviser or a broker-dealer?*
- ✓ *Who can I talk to if I have concerns about how this person is treating me?*