



Welcome to the 2025 Annual Meeting of Shareholders of Principal Financial Group, Inc. It is our desire to conduct a fair and informative Annual Meeting. Kindly observe the following Rules of Conduct and Procedures:

1. The business of the meeting will be taken up in the order shown on the Agenda. When an item on the Agenda is before the meeting for consideration, discussion should be confined to that item.
2. The only business to be conducted at the meeting is business that is brought before the meeting by or at the direction of the Board of Directors or by a shareholder of the corporation entitled to vote at the meeting who has complied with all required notice and procedures set forth in the company's by-laws. All such business matters are set forth in the Notice of Annual Meeting of Shareholders and in the 2025 Proxy Statement dated April 7, 2025.
3. Shareholders may vote until the polls close. The polls will close immediately after the voting period that follows the presentation of Proposals listed in Agenda Item 4.
4. Questions and comments submitted through the meeting website in advance of the meeting and during the meeting will be addressed during the meeting if they are related to a proposal and will be addressed after the business presentation if not related to a proposal. Questions can be submitted by clicking on the Q&A icon in the upper right-hand corner of the virtual meeting website. Only shareholders entitled to vote at the meeting, or their proxies, may address the business meeting and a total of thirty (30) minutes will be allowed for shareholder questions. The Chairman may impose other conditions or time limits.
5. Shareholders' views, constructive comments, and criticisms are welcome, but the Chairman reserves the right not to address questions and stop discussions if, among other reasons, they are: irrelevant to the business of the Company; repetitious of statements made by other persons; derogatory references to individuals or that are otherwise in bad taste; related to personal grievances; or a matter of individual concern that is not a matter of interest to shareholders generally.
6. Matters of individual concern, such as product questions and claims status inquiries, will not be addressed during the meeting or any question and answer time. If you have a question of this type, please enter it by following the instructions given on the website, and the company will arrange for a discussion with company representatives following the meeting.
7. In the event of technical malfunction or other significant problem that disrupts the Annual Meeting, the Chairman may adjourn, recess, or expedite the Annual Meeting, or take such other action that the Chairman determines is appropriate in light of the circumstances.
8. Recording of the Annual Meeting by shareholders or their proxies is prohibited.

We appreciate your participation. Your fellow shareholders will appreciate your courtesy in observing these procedures.