

Investing in real estate and private markets

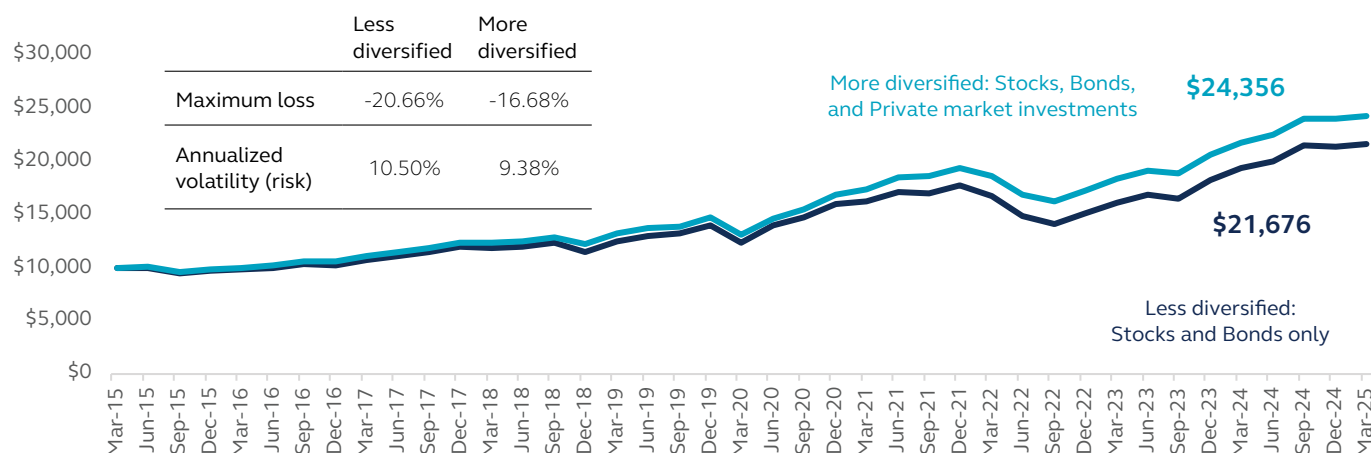
Are your current investments limited to traditional stocks and bonds?

Are you taking full advantage of real estate and private markets?

Discover why these alternative investments are playing a bigger part in portfolios today.

Diversifying beyond public markets: Higher return, lower risk (2015-2025)

Growth of hypothetical \$10,000 investment



Source: Bloomberg, Principal Asset Management. Portfolio start date March 31, 2015, end date March 31, 2025. Less diversified portfolio is represented by 60% global equities and 40% U.S. bonds. More diversified portfolio, which includes alternative investments, is made up of 50% global equities, 30% U.S. bonds, 10% private equity, 5% private debt, 5% private real estate. Indices: Global equities - MSCI ACWI Index, U.S. bonds - Bloomberg Barclays U.S. Agg, Private equity - PitchBook PE All Global NR USD, Private debt - PitchBook Private Debt All Global NR USD, Private real estate - PitchBook Real Estate All Global NR USD. Maximum loss reflects maximum drawdown or the largest drop in value from a peak to a trough before reaching a new peak. It's essentially looking at the worst-case scenario of investment loss over a specific time period. Past performance does not guarantee future results. Index performance information reflects no deduction for fees, expenses, or taxes. Indices are unmanaged and individuals cannot invest directly in an index. For illustrative and informational purposes only and does not represent results from an actual strategy currently managed.

Four reasons to consider real estate and private markets

- 1 Increase return potential**
 through early access to exclusive investment opportunities
- 2 Expand diversification**
 into markets frequently missing from portfolios
- 3 Risk management**
 through broader portfolio diversification
- 4 Link to inflation**
 with strategies poised to benefit from rising prices

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Invest in private market strategies previously only available to institutional investors



Real Estate

Investing in commercial, residential, and other income-generating properties

ROLE: Consistent income with moderate risk



Private credit

Lending directly to companies outside traditional banks

ROLE: Higher income potential



Infrastructure

Financing essential public projects like utilities, data centers, and airports

ROLE: Stable income with moderate risk



Private equity

Providing capital to businesses not traded on public stock exchanges

ROLE: Increased return potential



Hedge funds

Seeking returns that don't closely follow traditional stocks and bonds

ROLE: Enhanced diversification and risk management

Ready to take action?

Talk to your financial professional. Together, you can determine which private investments might be right for your portfolio.

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