

PRINCIPAL FINANCIAL GROUP INC  
Form 4  
June 24, 2016

**FORM 4**

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

OMB APPROVAL

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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 \*  
Elming Gregory Bernard

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)  
06/22/2016

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
SVP & Chief Risk Officer

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	Price	
Common Stock	06/22/2016		M <sup>(1)</sup>		21,030	\$ 11.07	A 53,102 <sup>(2)</sup> D
Common Stock	06/22/2016		M <sup>(1)</sup>		8,695	\$ 22.21	A 61,797 <sup>(2)</sup> D
Common Stock	06/22/2016		M <sup>(1)</sup>		8,170	\$ 27.46	A 69,967 <sup>(2)</sup> D
Common Stock	06/22/2016		M <sup>(1)</sup>		8,875	\$ 30.7	A 78,842 <sup>(2)</sup> D
Common Stock	06/22/2016		S <sup>(1)</sup>		46,770	\$ 43.73	D 32,072 <sup>(2)</sup> <sup>(3)</sup>

Common Stock 216 I By Spouse

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

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**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 Share
Employee Stock Option (Right to Buy)	\$ 11.07	06/22/2016		M <sup>(1)</sup>	21,030	02/24/2012 02/24/2019	Common Stock	21,030	
Employee Stock Option (Right to Buy)	\$ 22.21	06/22/2016		M <sup>(1)</sup>	8,695	02/23/2013 02/23/2020	Common Stock	8,695	
Employee Stock Option (Right to Buy)	\$ 27.46	06/22/2016		M <sup>(1)</sup>	8,170	02/27/2015 02/27/2022	Common Stock	8,170	
Employee Stock Option (Right to Buy)	\$ 30.7	06/22/2016		M <sup>(1)</sup>	8,875	02/25/2016 02/25/2023	Common Stock	8,875	

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

Director 10% Owner Officer Other

Elming Gregory Bernard  
711 HIGH STREET  
DES MOINES, IA 50392

SVP & Chief Risk Officer

## Signatures

Patrick A. Kirchner, by Power of  
Attorney

06/24/2016

\_\_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).
- (1) Pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on May 23, 2016.
- (2) Includes 1,593 shares held in 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 \$43.34 - 43.94, 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 this footnote.
- (3)

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

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