

PRINCIPAL FINANCIAL GROUP INC  
 Form 4  
 July 24, 2013

**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 \*  
 Dunbar Timothy Mark

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)

3. Date of Earliest Transaction (Month/Day/Year)  
 07/22/2013

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

711 HIGH STREET  
 (Street)

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

DES MOINES, IA 50392

(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 or Price		
Common Stock	07/22/2013		M <sup>(1)</sup>		4,280 A \$ 36.3	44,419 <sup>(2)</sup>	D
Common Stock	07/22/2013		S <sup>(1)</sup>		4,280 D \$ 40	40,139 <sup>(2)</sup>	D
Common Stock	07/22/2013		M <sup>(1)</sup>		685 A \$ 38.74	40,824 <sup>(2)</sup>	D
Common Stock	07/22/2013		S <sup>(1)</sup>		685 D \$ 40	40,139 <sup>(2)</sup>	D
Common Stock	07/22/2013		M <sup>(1)</sup>		5,000 A \$ 11.07	45,139 <sup>(2)</sup>	D

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Common Stock	07/22/2013		<u>S</u> (1)	5,000	D	\$ 40	40,139	<u>(2)</u>	D	
Common Stock							114		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)	Amount or Number of Shares
				Code V	(A) (D)	Date Exercisable Expiration Date	Title	
Employee Stock Option (Right to Buy)	\$ 36.3	07/22/2013		<u>M</u> (1)	4,280	02/24/2007 02/24/2014	Common Stock	4,280
Employee Stock Option (Right to Buy)	\$ 38.74	07/22/2013		<u>M</u> (1)	685	11/12/2007 11/12/2014	Common Stock	685
Employee Stock Option (Right to Buy)	\$ 11.07	07/22/2013		<u>M</u> (1)	5,000	02/24/2012 02/24/2019	Common Stock	5,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

Dunbar Timothy Mark  
711 HIGH STREET  
DES MOINES, IA 50392

SVP and Chief  
Investment  
Offic

## Signatures

Joyce N. Hoffman, by Power of  
Attorney

07/24/2013

\_\_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 10b5-1 trading plan adopted by the reporting person on June 14, 2013.

(2) Includes 2,957 shares acquired pursuant to the Principal Financial Group, Inc. Employee Stock Purchase Plan.

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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