

Letter of Support for Deanna Strable-Soethout

I am pleased to support the nomination of Deanna Strable-Soethout, Chief Financial Officer of Principal Financial Group, as 2018 CFO of the Year. As a member of Principal's Board of Directors and Chair of the Audit Committee, I have known Deanna over half of her 28 years at Principal, as she progressed through increasingly responsible roles at the company.

Prior to becoming CFO of Principal, Deanna was President of U.S. Insurance Solutions. She led that business through a difficult period of low interest rates and delivered excellent growth and profitability while creating and implementing digital strategies to enhance future growth. In addition to Deanna's strategic focus and emphasis on performance, she developed an excellent business leadership team with bench strength. Deanna was succeeded as President of U.S.I.S. by an executive within her own organization.

Although Deanna has been CFO of Principal for less than a year, she is already making her mark. Her understanding of Principal's businesses enables her to enhance the impact of the finance function on the organization, working collaboratively to enhance shareholder value, and to improve the financial operations across the company. She is intent on seeking best practices, continuous learning, developing talent and adding value in every aspect of the CFO role.

Deanna is respected and liked by the members of Principal's Board of Directors as well as Management. She communicates clearly and frankly, whatever the message, and does so with humility and good humor. It has been a pleasure working with Deanna through the Board and Audit Committee during her first year as CFO, and I look forward to her significant accomplishments in the coming years.

Sandra L. Helton

Director, member of Finance Committee and Chair of Audit Committee
Principal Financial Group Board of Directors