

For Individuals

Invest & retire

Ways to Save

- Roth & traditional IRAs
- Rollover IRA
- Annuities
- Retirement plans

My Retirement Plan

- Enroll in your 401(k)
- Rollover an account
- Find a form

Get Help

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Insure

Ways to Insure

- Disability income insurance
- Disability income retirement security
- Estate planning & irrevocable life insurance trusts

My Insurance

- Find a dentist
- Find a vision provider
- Find a form
- View a claim

Get Help

- Help for individuals
- Find a financial professional

Peace of mind starts here

Discover how insurance can help you protect what matters

Build your knowledge

Getting Started

Budgeting
Debt
Education
Financial planning
Investing

Living Your Life

Health care
Insurance
Markets and the economy
Taxes
Workplace benefits

Looking Ahead

Estate planning
Nearing retirement
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For Businesses

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MAY 25, 2022

Principal[®] rated No. 1 for online group benefits administration

Principal Financial Group[®] was rated No. 1 in Group Benefits for employer web capabilities and experience by DALBAR, Inc. (DALBAR) for **eService**, its group benefits employer website. Principal[®] is dedicated to creating unique, tech-driven solutions for employers to simplify the benefits experience and helping with the administration of the coverage.

“Principal focuses on providing the best experience for our customers through our digital solutions. We’re honored to receive this recognition for eService,” said Kara Hoogensen, senior vice president of specialty benefits at Principal. “We’ve built our infrastructure with small and midsized businesses in mind. Over the last several years, we’ve made it easier for

our customers to manage their employee benefits online. We're continually investing in technology to provide a better user experience for our customers."

Principal eService provides employers with efficient benefit management. Employers can track benefit enrollment progress and update employees' benefits within minutes. Since the process is highly automated, most changes made online are completed in real-time. Employers can add or terminate members, update salaries, change employees' information, order dental and vision ID cards, track online transactions, and more. They can also get billing and payment information, such as a snapshot of their bill and premium due, set up and pay premiums electronically, and access reports.

The DALBAR Communications Seal of Excellence is awarded to financial services companies that display excellence in meeting the needs of customers and provide a best-in-class experience through their communications. The criteria evaluated for the Group Benefits Website Seal looks at the content, capabilities, usability, and behavior centricity of the website experience offered to employers. DALBAR takes a systematic approach to evaluating websites, differentiating organizations that recognize the importance of communicating effectively.

To learn more about the DALBAR Communications Seal of Excellence, visit www.dalbar.com/.

News Release Contact

Benefits and protection

Ashley Miller, 515-878-6295

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conate about improving the wealth and well-being of our customers¹ plan, protect, invest, and retire, while Principal® is proud to be recognized as one of a Top 10 "Best Places to Work in Money

Management. Learn more about Principal and our commitment to building a better future at principal.com.

¹ As of March 31, 2022

² Barron's, 2022

³ Pensions & Investments, 2021

About DALBAR

DALBAR, Inc. has a 45-year history and is recognized by industry and government as an independent third-party expert in the business of providing audits, evaluations, ratings, and due diligence. DALBAR certifications are recognized as a mark of excellence in the financial services community.

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