



How prepared are you for what lies ahead?

Solutions for your business,
your employees, and you



A lot rests on the success of your business

As you continue to build, protect, and enhance the financial well-being of your business, what day-to-day challenges do you face? Maybe it's thinking about how the market or changing economy might impact your business or how you'll grow your staff. Maybe it's expanding or enhancing your products or services to better compete in an ever-changing environment.

You might have long-term challenges, too:

- › How will I continue to recruit and retain key employees to remain successful?
- › Will my key employees be able to save enough money for retirement with the current benefits we have in place?
- › What if a key employee becomes too sick or hurt to work?

And, if you're a closely held business, you might also be thinking:

- › What's the value of my business? Is there a market for it?
- › Do the plans in place allow me to transfer my business to the right person at the right time for the right amount?
- › Could my business survive without me or my key employees?

Maybe it's just one concern, a few of them, or all of them that have been on your mind.

Taking control with proper planning can help ease your concerns. Both now, so you can stay focused, and later, so you can feel more confident as you transition into retirement or out of the business.

Taking control is easy with the right solutions and expertise

Working with your financial professional, you'll have access to comprehensive and innovative solutions to address multiple ways to:



Protect your **business**



Protect your **employees**



Protect your **lifestyle**

Work with us! We'll help guide you through selecting solutions that can work for you.

Solutions for your business



In the event of a death, disability, or resignation of a key employee or a future change in management, would your business be as successful as it is today?

Key employee benefits and protection can help you prepare for the unexpected. And, to make sure your business exists in the future the way you want, we'll help you plan for that, too.

Buy-sell and business transfer strategies for closely held companies

Do you have a plan in place today? A formal agreement established by and between business owners, family members, key employees, or other third parties helps keep your business going due to a death, disability, or the retirement of an owner. We can help you with funding the agreement. Life and disability buy-out insurance can help reduce the financial strain on remaining owners.

Key employee benefits

Recruit, reward, retain, and retire the key employees whose performance most affects the success of your organization. Key employee benefits can help you help them. These plans can provide additional benefits and/or help them make up for benefits lost due to government restrictions placed on qualified retirement plans. The result? More engaged and loyal employees and a great recruiting tool, too.

Key person protection

Protect the integrity, cash flow, and ongoing success of your business from the loss of a key employee due to death, disability, or termination of employment. Key person insurance helps the business overcome additional expenses associated with recruiting and training a replacement.

Solutions for your employees



Are you offering (or maybe wanting to offer) retirement plans and group benefits? Are you concerned about how much it might cost?

In order to stay competitive, most companies offer employees the retirement and group insurance benefits they've come to expect. Choose from a wide variety of products and services to fit any budget, while helping you offer the features employees want and the administrative efficiency you need.

Qualified retirement plans

Attract and retain employees with a qualified retirement plan. Choose from defined contribution and defined benefit retirement plans that include:

- 401(k)
- Traditional defined benefit
- Employee stock ownership plans

This is an important benefit that's generally made available to all eligible employees.

Group benefits

Providing a benefits package that works for all can be a challenge. Whether your employee base is small, large, or in between, you can depend on us to provide the products and services you need. Tailor group dental, disability, life, vision, and critical illness solutions to fit your needs. You can choose to pay all, part, or none of your employees' benefits.

You may also want to offer 529 plans to help your employees save for important educational goals.

Group benefits are a great perk you can offer to all employees and their dependents.

Key employee retirement benefits

Your top people may be losing benefits due to government restrictions on qualified retirement plans. These additional benefit plans can help restore lost benefits or just give them an added perk for being so valuable. Examples include:

- Bonus plans
- Deferred compensation plans

These benefits are also a way to recruit, reward, and retain top talent.

Solutions to maintain your lifestyle



- › Are you able to set aside enough money for retirement considering the limited amount of contributions that can be made to a qualified plan?
- › If you had an accident or severe illness, would you be able to meet financial obligations based on the change in your income during that stressful time?
- › Will your family/loved ones be able to maintain their standard of living if you're not there?
- › Is your will or trust current, and does it accurately reflect how you want your assets distributed?
- › Have you included educational funding for your heirs in your estate plan?

Apart from needs directly related to your business, you want to maintain the lifestyle that you and your loved ones have come to know. Maybe it's looking at your retirement years or the legacy you want to leave. Maybe it's protecting your loved ones should you die or become disabled. Whatever it is, we'll help you put in place solutions customized to your needs.

Business owner strategies

A complimentary, personalized business owner retirement analysis looks at the value of your business, your personal savings, and any transition plans you have in place. Any gaps or problems identified come with recommended solutions.

Protecting your income

Disability insurance protects your income against life's uncertainties, so you can avoid dipping into savings or retirement assets when you're not able to work. Individual Disability Income insurance can help replace a portion of your income lost due to a prolonged illness or injury.

Life insurance to help protect yourself and your family

Choose from many types of life insurance to fit your specific needs and budget. Certain types of policies not only provide a benefit at death, but also while you're living. You'll receive benefits like access to cash values and even the death benefit if you're diagnosed with a chronic illness. With the right plan, you can feel comfortable that your family/heirs are able to maintain their standard of living before and after a death or serious illness.

Legacy and estate planning

Need help drafting a plan or updating it? A proper plan helps ensure assets—both personal and business—meet lifetime objectives and will be distributed the way you want. You can also take advantage of the tax benefits provided by 529 plans to help fund your children's and/or grandchildren's education.

Your goals, our purpose

No matter what's important to you, your financial professional and Principal® are here to help you identify and implement solutions that are right for you, your business, and your employees. We're here to help businesses, owners, and employees protect and achieve their financial dreams through solutions that fit specific situations.

We've been administering business cases for over 20 years and make it a priority to understand where you want to be and how you plan to get there. This means you'll get expertise and innovative ideas when you need them to make your financial progress possible.



Strength you can depend on

A member of the FORTUNE 500®, we have \$807 billion in assets under management¹ and serve clients worldwide of all income and portfolio sizes.

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Year after year, we receive strong financial ratings from the four major rating agencies—A.M. Best Company, Moody's Investor Services, Standard & Poor's, and Fitch Ratings.²

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Named one of the Top Life Insurance Companies of 2021 by U.S. News & World Report.³

¹ Data for the trailing 12 months ended December 31, 2020, unless otherwise noted. See our most recent 10-K or 10-Q report for additional information and forward looking disclosures. For other updates, visit www.principal.com.

² Information as of January 2021. Our ratings reflect each rating agency's opinion of our financial strength, operating performance, and ability to meet our obligations to policyholders and are not evaluations directed toward the protection of investors or reflect any ratings actions or notices relating to the US life insurance sector generally. Such ratings are neither a rating of securities nor a recommendation to buy, hold, or sell any security, including our common stock. Ratings are subject to revision or withdrawal at any time by the assigning agency, and each rating should be evaluated independently of any other rating.

³ February 2021.

Take control today!

We'll collaborate with you throughout the life of your business to create and maintain solutions to meet your needs and goals. We're here to help, so you can focus more time on running and growing your business.



Get started today! Let's begin discussing your current situation and customize a strategy that meets your objectives.



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