STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

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

RIVERA ALFREDO

711 HIGH STREET
DES MOINES, IA 50392

Forms filed by More than One Reporting Person

___ Officer (give title below)

_____ 10% Owner

_____ Individual or Joint/Group Filing

_____ Rule 10b5-1(c) Transaction Indication

_____ Form filed by One Reporting Person

_____ Form filed by One Reporting Person

(check applicable line)

Form(s) Filed

X

Time of Transaction: 27.5 Shares of the Issuer's Restricted Stock Units (Phantom Stock Units) were transferred from the Company Stock Account of the Principal Deferred Compensation Plan for Non-Employee Directors to the reporting person's Principal Retirement Plan. The units convert to common stock on a one-for-one basis.

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

1. Title of Derivative Security

2. Trans. Date

3. Deemed Execution Date

4. Trans. Code

5. Number of Derivative Securities Acquired (A)

6. Amount of Securities Beneficially Owned Following Reported Transaction(s)

7. Date Exercisable

8. Price

9. Number of Derivative Securities Disposed of (D)

10. Conversion or Exercise Date

11. Nature of Indirect Beneficial Ownership

Explanations of Responses:

(1) Grant of restricted stock units.

(2) The units convert to common stock on a one-for-one basis.

(3) The reported phantom stock units were acquired pursuant to the Principal Deferred Compensation Plan for Non-Employee Directors and may be transferred at any time into another investment alternative under the Plan. Interests under the Plan will be settled upon the reporting person's retirement.

Reporting Owners

Reporting Owner Name / Address

1. Name and Address of Reporting Person

2. Issuer Name and Trading Symbol

3. Date of Earliest Transaction

4. Relationship of Reporting Person(s) to Issuer

5. Amount or Number of Shares

6. Title and Amount of Securities Underlying Derivative Security

7. Date Exercisable

8. Price of Derivative Security

9. Date Exercisable and Expiration Date

10. Nature of Indirect Beneficial Ownership

11. Relationship of Reporting Person(s) to the Issuer

Signature

Chris Agbe-Davies as Attorney-in-Fact

7/5/2023

See Instruction 4(b)(v).

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.
Power of Attorney

Know all by these presents, that the undersigned hereby constitutes and appoints Deanna D. Strable-Soethout, Natalie Lamarque, and Chris Agbe-Davies, and each of them, individually, the undersigned's true and lawful attorney-in-fact to:

(1) execute for and on behalf of the undersigned, in the undersigned's capacity as a beneficial owner of securities of Principal Financial Group, Inc. (the "Company"), Schedules 13D (including amendments thereto) and Forms 3, 4 and 5 and Form 144, in accordance with Section 13(d), Section 16(a) and Rule 144, respectively, of the Securities Exchange Act of 1934 and the rules thereunder and any joint filing agreement pursuant to Rule 13d-101(k)(3)(ii);

(2) do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to complete and execute any such Schedule 13D (or amendment), Form 3, 4 or 5 or joint filing agreement and timely file such schedule or form with the United States Securities and Exchange Commission and any appropriate national securities exchange; and

(3) take any other action of any type whatsoever in connection with the foregoing which, in the opinion of each such attorney-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the documents executed by each such attorney-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorney-in-fact may approve in such attorney-in-fact's discretion.

The undersigned hereby grants to each such attorney-in-fact power and authority to do and perform any and every act and thing whatsoever requisite, necessary or proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as the undersigned might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that each such attorney-in-fact, or his substitute or substitutes, shall lawfully do or cause to be done by virtue of this Power of Attorney and the rights and powers herein granted. The undersigned acknowledges that each such attorney-in-fact is serving in such capacity at the request of the undersigned, is not assuming, nor is the Company assuming, any of the undersigned's responsibilities to comply with Section 13(d) or Section 16 of the Securities Exchange Act of 1934.

The Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Schedules 13D, Forms 3, 4 and 5 or Form 144 with respect to the undersigned's holdings of and transactions in securities issued by the Company, unless earlier revoked by the undersigned in a signed writing delivered to each such attorney-in-fact.

From and after the date hereof, any Power of Attorney previously granted by the undersigned concerning the subject matter hereof is hereby revoked.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of 5th day of July, 2023.

/s/ Alfredo Rivera
Alfredo Rivera

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