

Principal Launches “The Power of Focus” New Brand Campaign to Stay Focused on Helping Customers Achieve Long-term Retirement Goals

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Principal has rolled out “The Power of Focus” new brand campaign to capture the essence of the ongoing and unshaken focus on its core business that helps customer build and achieve their long-term financial security. Leveraging on various local digital media and outdoor advertising platforms, the campaign can gain more brand exposure by reaching millions of audiences online and offline.

Featuring coin artist, pastry chef and watch repair professional, who visualize the power of focus in their own specialized areas, and their enthusiasm when pursuing their desirable career and life, the brand videos vividly bring our brand spirit and unique business strength to live - to stay focused in a distracting world paves way to every success.

Principal’s brand spirit and unique business strength:

- Established in US for 140+ years, as customers’ trusted life-journey partner;
- Global presence with expertise across 25 nations and territories;
- In-house fund managers offering customers our well-performed diversified products;
- Focus on customers’ retirement planning and asset management, with MPF being core business.

“Principal’s commitment to help customers be financially prepared for retirement is stronger than ever. By tapping into the power of focus, we aim at providing world-class customer experience and delivering products and services that align to our commitment. With our global retirement and asset management expertise – and our focus on retirement in Hong Kong – we are uniquely positioned to help customers strengthen their retirement readiness and make progress towards their financial well-being,” said Mr. Dave Ashton, Head of Principal International Hong Kong.

About Principal

In Hong Kong, we are a provider of investment and retirement solutions. Our member companies, including Principal Trust Company (Asia) Limited, Principal Investment & Retirement Services Limited and Principal Asset Management Company (Asia) Limited, combine our capabilities in global investment management, retirement leadership and asset allocation expertise to provide retirement and asset management services as well as award-winning mutual funds and investment products to businesses, individuals and institutional investors. All the above companies are member companies of the Principal Financial Group.

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