



FOR IMMEDIATE RELEASE

Principal® Employees Drive Community Impact Across Asia-Pacific Contributing to 145,000+ Global Volunteer Hours

Employees across APAC are helping build stronger, more resilient communities

Hong Kong, July 3, 2025 — Principal Financial Group® today announced the successful completion of its 145,000-hour global volunteerism goal, a milestone set in July of 2024 to celebrate the company's 145th anniversary and enduring commitment to building strong communities. One year later, that collective effort has resulted in 157,657 volunteer hours served to support more than 4,100 nonprofits and community organizations across the globe — a 50% increase in volunteer hours completed by Principal® employees as compared to the prior year.

As part of this global effort, employees across the Asia Pacific (APAC) and the Middle East contributed more than 7,800 volunteer hours to support a wide range of nonprofits and community organizations, demonstrating a deep commitment to service. Teams across APAC and the Middle East brought Principal® values to life through a wide range of community initiatives.

In Thailand, employees helped repaired the surrounding of Beaumont Ruam Pattana School, a training school for underprivileged children, while Hong Kong teams promoted environmentally conscious products at eco-bazaars. In Singapore, volunteers supported the elderly through care programs, and Indonesian employees shared creativity with youth communities. In Malaysia, employees spent time with the children of National Autism Society of Malaysia, while Australian volunteers cooked meals using rescued ingredients. Japanese employees crafted handmade blankets for children in hospitals, and UAE teams facilitated clothing donation and resale initiatives. These efforts reflect the continued commitment of Principal to fostering inclusive, community-driven change throughout the Asia Pacific and Middle East region.

“Volunteering empowers our employees to grow personally, develop professionally and feel engaged with their community. It bridges the gap between work and purpose — an extension of our values.” said Thomas Cheong, Executive Vice President, Principal Financial Group and President, Asia Pacific & Middle East. “We’re deeply grateful to our employees for their time and energy, and heartened by the empathy they’ve shown for their communities. We will build on this momentum and do more good, together.”

To further amplify the impact of employee volunteerism Principal® Foundation makes a monetary donation for each hour volunteered to an employee’s charitable giving profile, enabling the employee to support causes meaningful to them. Over the past year, this effort generated more than US\$2.3 million in employee-directed support for nonprofits around the world.

These efforts align with the vision of Principal to help people build brighter futures and to support community-led change. Through strategic social commitments—including global grantmaking by Principal® Foundation, strong Principal employee volunteerism, and a generous



Principal® Foundation matching gift program—Principal connects people, purpose, and resources to create meaningful, lasting change in communities around the world.

“Giving back to the communities where our employees live and work is an integral part of our culture and who we are as a company,” said Deanna Strable, President and CEO of Principal Financial Group. “I am proud of the lasting impact our employees have made within their communities. Our teams around the globe have combined purpose and passion to make a meaningful difference in the lives of so many.”

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About Principal Financial Group®

Principal Financial Group® (Nasdaq: PFG) is a global financial company with approximately 20,000 employees¹ passionate about improving the wealth and well-being of people and businesses. In business for 145 years, we’re helping approximately 70 million customers¹ plan, protect, invest, and retire, while working to support the communities where we do business. Principal is proud to be recognized as one of the 2025 World’s Most Ethical Company’s² and named as a “Best Places to Work in Money Management”³. Learn more about Principal and our commitment to building a better future at principal.com.

Principal community relations supports the communities where affiliates of the Principal Financial Group®, Des Moines, IA 50392 operates. Insurance products and plan administrative services provided through Principal Life Insurance Company®, a member of the Principal Financial Group, Des Moines, IA 50392.

Principal Financial Group Foundation, Inc. (“Principal® Foundation”) is a duly recognized 501(c)(3) entity focused on providing philanthropic support to programs that build financial security in the communities where Principal Financial Group, Inc. (“Principal”) operates. While Principal Foundation receives funding from Principal, Principal Foundation is a distinct, independent, charitable entity. Principal Foundation does not practice any form of investment advisory services and is not authorized to do so.
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¹ As of March 31, 2025

² Ethisphere, 2025

³ Pensions & Investments, 2024

Media enquiries, please contact:

Principal

Ms. Fartini Zaharuddin | +6 (012) 2883529 | fartini.zaharuddin@principal.com

Ms. Natalie Lo | +852 2263 0660 | lo.natalie@principal.com

Edelman Public Relations Worldwide

Ms. Tana Zhang | +852 6106 6985 | Tana.Zhang@edelmansmithfield.com

Mr. Leven Li | +852 5602 3886 | Leven.Li@edelmansmithfield.com

Ms. Carmen Ho | +852 2837 4782 | Carmen.ho@edelman.com