

Principal Financial Group, Inc. (PFG)

Financial Services / Asset Management · NASDAQ

Generated: 2026-Oct-18 · Market data through: 2026-10-16

LAST CLOSE \$108.81 2026-10-16	MARKET CAP \$23.3B VOLUME 1.1M	52-WK HIGH \$121.18 52-WK LOW \$77.90	TRAILING PE 15.5 P/S 1.48	GROSS MARGIN 48.5% NET MARGIN 9.9%	ROE 13% ROIC -19%	PIOTROSKI 5/9 ALTMAN Z 0.1	1-YR RETURN +40.1% 5-YR RETURN +162.5%
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Principal Financial Group, Inc. engages in the investment management offering business. It offers financial products and services to businesses, individuals, and institutional clients. It operates its business through the following segments: Retirement and Income Solutions, Principal Asset Management, and Benefits and Protection. The Retirement and Income Solutions Segment offers a comprehensive portfolio of products and services for retirement savings along with select products for retirement income. The Principal Asset Management segment provides global investment solutions to institutional, retirement, retail and high net worth investors in the U.S. and select emerging markets. The Benefits and Protection segment includes selling individual life insurance products. The company was founded by Edward A. Temple in 1879 and is headquartered in Des Moines, IA.

SECTOR Financial Services INDUSTRY Asset Management EXCHANGE NASDAQ MARKET CAP \$23.3B EMPLOYEES 19,700 (SEC-filed)
CEO Deanna Dawnette Strable-Soethout IPO 2001-10-23 COUNTRY US
711 High Street, Des Moines, IA 50392 · Tel 515 247 5111 · [principal.com](https://www.principal.com)

1 INSIDERSTREET SCORE

INSIDERSTREET SCORE

57 / 100

Street mean \$113.60 (5 analysts, last qtr) — their number, not ours

INSIDER CONSENSUS SIGNAL

ROUTINE SELLING — LOW SIGNAL

\$3M sold / 6 mo, zero open-market buys

2 INSIDERSTREET SCORE

live IS factor model

INSIDERSTREET
SCORE
57
OF 100

Score Breakdown

Profitability	42/100
Growth	60/100
Momentum	87/100
Quality	71/100
Earnings Quality	74/100
Balance Sheet	56/100
Value	61/100
Risk (safety)	15/100
Overall	56.9/100

Each component is a diagnostic reading on its own 0-100 scale. The overall score is computed separately from the underlying financials and is **not** the average of the rows above — components are not equally weighted and three of them (Momentum, Value, Risk) are derived partly from price rather than from the business.

Peer Comparison — IS Score

SYMBOL	IS SCORE
TROW	78
RJF	51
NTRS	33
PS	45
TPG	56
BEN	30
PFG	57

IS Score Trend — quarterly



14 quarters, 23 Q1 to 26 Q2. Peak 66 in 24 Q4, latest 57 — -9 since. Fell in 1 of the last 4 quarters. Dashed line marks 40 on the 0-100 scale.

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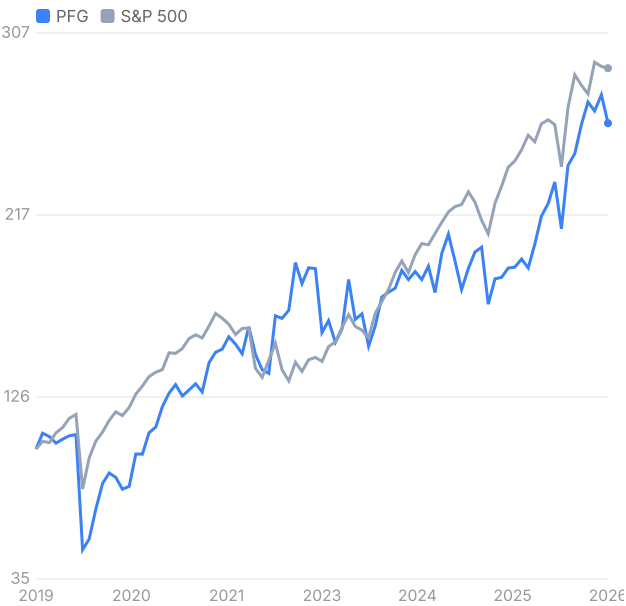
3 PRICE AND VOLUME

adjusted close, prod data layer

1 Year vs S&P 500 · PFG +40.1% · S&P 500 +15.9% · spread +24.2pp



7 Years vs S&P 500 · PFG +162.5% · S&P 500 +189.9% · spread -27.4pp



Both charts indexed to 100 at the start of their window and drawn on a single shared scale, so the gap to the benchmark is the gap you see. Adjusted closes throughout.

4 TWO READINGS

business vs price

BUSINESS QUALITY

57 / 100

IS Score 56.9 / 100 · -8.6 from peak of 66

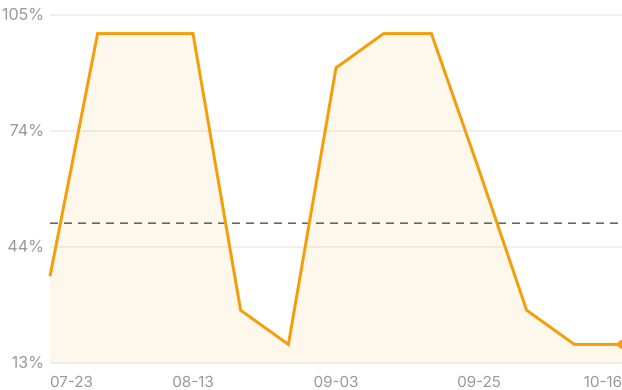


Fundamental factor model, quarterly. Measures how the business is doing - not where the price is going.

PRICE STRUCTURE

BEARISH

Technical Score 21 / 100 · Power -58 · 4 of 22 indicator votes bullish



Vote share across trend, momentum, volume, volatility and pattern families. Describes where the price is, not where it is going.

These two disagree — business quality 57, price structure 21 out of 100, so the business reads better than the price does. We publish the disagreement rather than resolving it: they answer different questions, and the gap between them is information, not an error.

5 WHAT WOULD CHANGE OUR MIND

falsifiable - check us next quarter

TRIGGER	WHERE IT STANDS NOW	WHAT IT WOULD MEAN
IS Score reaches 75 and holds two consecutive quarters	now 56.9	would move us up one band
IS Score stops falling - one quarter higher than the prior	last four: 59 → 43 → 54 → 57	the direction matters more than the level
Technical vote share back above 50%	now 18%	price structure no longer broken
Institutional holder count rises two quarters running	peak 954 → now 954	fewer institutions willing to hold is our clearest warning

We publish these so the view can be shown to be wrong. If none of them move and our reading does, we owe you an explanation.

This page is InsiderStreet's own reading, produced from the data in the rest of this document. It is not a price target and not investment advice. Analyst consensus and street price targets appear later under their own heading and are the street's numbers, not ours.

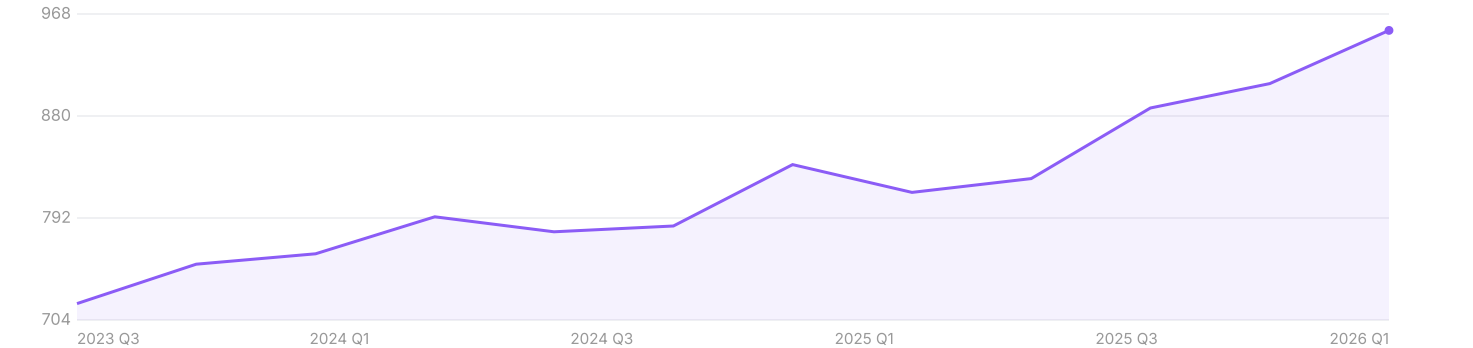
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6 SMART MONEY CONFLUENCE				EDGE · disclosure sources
SITE CONVERGENCE SCORE 3 of 4 top 4% of 29,420 symbols	SOURCES ALIGNED — of 3 independent disclosures	CONGRESS (180D) 1 buys 2026-03-27	INSIDER BUYS (180D) 0 none disclosed	
ETF FUNDS (30D) 1002 up / 920 down net +82 funds	INSTITUTIONS ADDED (13F) 46 managers opening or increasing			

Congressional and insider figures are disclosed purchases in the trailing 180 days; ETF figures are COUNTS OF FUNDS whose holding changed in 30 days, not dollars. Coincidence of separate disclosures, not coordination. An absent source means nothing qualifying was disclosed in its window.

7 INSTITUTIONAL OWNERSHIP - 12-QUARTER TREND	13F · filed 45 days after quarter end
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Institutions holding — 12 quarters



Peak 954 · latest 954 (+0 from peak).

QUARTER	HOLDERS	13F SHARES	VALUE	REPORTED OWN%
2026 Q2	954	176.7M	\$16.9B	80.8%
2026 Q1	908	168.1M	\$15.0B	76.8%
2025 Q4	887	160.3M	\$14.0B	73.3%
2025 Q3	826	159.4M	\$13.1B	72.9%
2025 Q2	814	165.5M	\$13.1B	75.7%
2025 Q1	838	167.6M	\$14.1B	76.6%
2024 Q4	785	163.2M	\$12.6B	74.6%
2024 Q3	780	163.7M	\$14.0B	74.8%
2024 Q2	793	165.2M	\$12.9B	75.5%
2024 Q1	761	166.6M	\$14.3B	76.2%
2023 Q4	752	168.8M	\$13.1B	77.2%
2023 Q3	718	171.3M	\$12.3B	78.3%

How to read ownership above 100%. A 13F reports the positions a manager has investment discretion over, and where two or more managers share discretion over the same block, each one reports it. Summed across filers, the total can therefore exceed the shares actually outstanding without anything being wrong. We publish the figure as filed rather than netting it down, and flag separately any quarter where the arithmetic is not merely high but impossible.

8 INSIDER ACTIVITY							live Form 4 data
INSIDER	ROLE	DATE	TYPE	SHARES	VALUE	POST-TXN OWNED	
Auerbach Jonathan	director	2026-09-25	A-Award	161	—	23,112	
Beams Mary E.	director	2026-09-25	A-Award	105	—	17,066	
Muruzabal Claudio	director	2026-09-25	A-Award	97	—	13,699	
Nordin Diane C	director	2026-09-25	A-Award	211	—	31,548	
Pickerell Blair	director	2026-09-25	A-Award	273	—	40,100	
Richer Clare Stack	director	2026-09-25	A-Award	138	—	21,550	
Mitchell H Elizabeth	director	2026-09-25	A-Award	78	—	13,278	
Carter Miller Jocelyn	director	2026-09-25	A-Award	648	—	91,979	

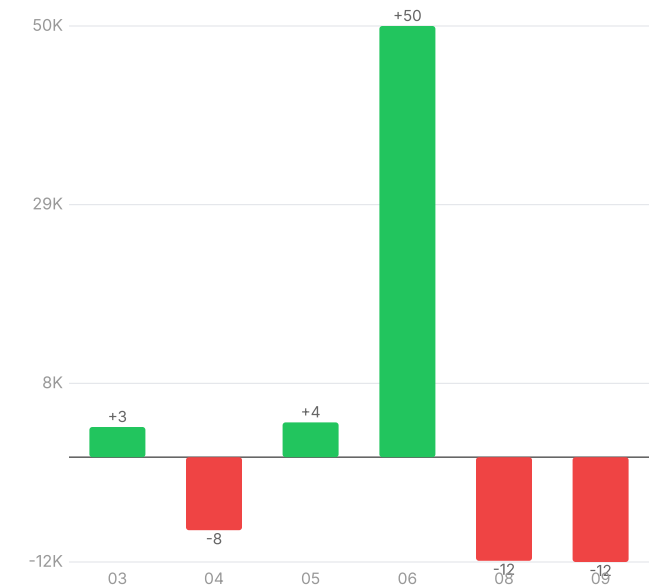
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9 SELL DECOMPOSITION — ROUTINE VS. DISCRETIONARY

EDGE

6-MO DECOMPOSITION (FORM 4)	TXNS	SHARES	VALUE	SIGNAL WEIGHT
S — Open-market sales	7	28,317	\$2.9M	Counted
M — Exercises (paired A/D)	4	50,041	\$3.2M	None — mechanics
F — Tax withholding	10	22,361	\$2.1M	None — compensation
P — Open-market purchases	0	0	\$0	Counted — none occurred

Monthly Net Insider Flow (000 shares)



Net of acquisitions minus dispositions, all Form 4 types.

Signal Summary

SIGNAL Routine Selling — Low Signal	OPEN-MARKET SELLS \$2.9M 7 txns / 6 mo	OPEN-MARKET BUYS \$0.0M 0 txns / 6 mo	CLUSTER None active 3+ insiders / 21 days
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10 FORM 144 PLANNED-SALE PIPELINE

live EDGAR data

FILED	FILER	SHARES REGISTERED	EST. PROCEEDS
2026-09-03	Deanna Strable-Soethout	55,140	\$6.1M
2026-08-07	Amy Friedrich	35,680	\$4.1M
2026-06-12	Deanna Strable-Soethout	30,708	\$3.4M
2026-06-11	Deanna Strable-Soethout	19,767	\$2.2M
Trailing 12 mo	21 filings	285,710	\$29M

11 13D / 13G STAKES

COND

FILED	FORM	REPORTING PERSON	% OF CLASS	SHARES
2026-04-30	SCHEDULE 13G	Vanguard Capital Management	7.18%	15.6M sh
2026-03-27	SCHEDULE 13G/A	The Vanguard Group	—	exit/reporting change

12 CONGRESSIONAL TRADING

EDGE · STOCK Act

MEMBER	CHAMBER	TRADE	SIZE BAND	TRADED	DISCLOSED
Lisa C. McClain	House	SELL	\$1,001 - \$15,000	2025-10-31	2025-11-24
Lisa C. McClain	House	SELL	\$1,001 - \$15,000	2025-10-30	2025-11-24
Lisa C. McClain	House	BUY	\$1,001 - \$15,000	2025-10-30	2025-11-24
Alan Armstrong	Senate	BUY	\$1,001 - \$15,000	2026-03-27	2026-07-21

HOUSE 12-MO 4 trades 2 purchases	SENATE 12-MO 1 trades 1 purchases	COVERAGE STOCK Act filings 30-45 day disclosure lag	
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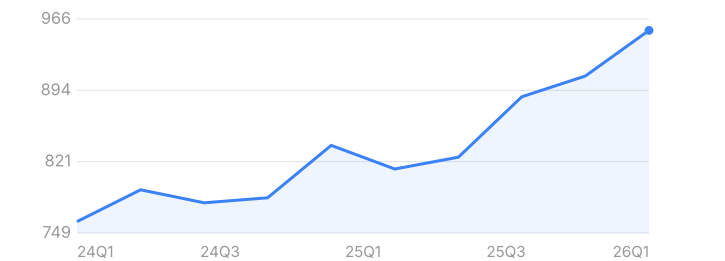
13 INSTITUTIONAL OWNERSHIP & 13F FLOW				live 13F data
13F FILERS (LAST COMPLETE Q) 908	13F SHARES 168M 76.8% of shares out	NEW / CLOSED 118 / 79 positions, QoQ	INCREASED / REDUCED 354 / 258 positions, QoQ	
PUT/CALL (13F) 0.75 option positions	FREE FLOAT 99.4% 213M sh			

2.8 · Largest Reporting 13F Managers

MANAGER	SHARES	VALUE
Wedge Capital Management L L P/Nc	312,953	\$35M
Sound Income Strategies, Llc	220,590	\$24M
Assenagon Asset Management S.A.	165,521	\$19M
Asr Vermogensbeheer N.V.	126,449	\$14M
Goelzer Investment Management, Inc	111,443	\$12M
Mn Services Vermogensbeheer B.V.	63,715	\$7M

EDGAR 13F holdings as of 2026-09-30; filer values normalized to dollars.

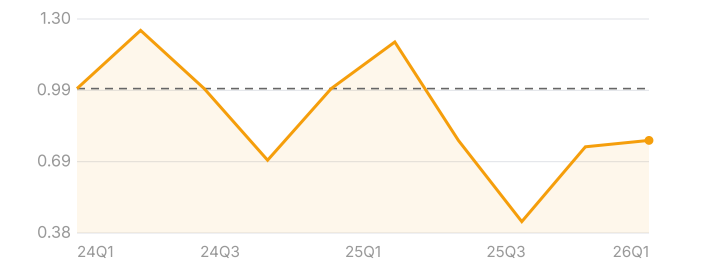
13F Filers Holding PFG — quarterly



2.9 · Top ETF & Fund Ownership

FUND	WEIGHT	POSITION
VITSX	0.0%	\$761M
VTI	0.0%	\$761M
VTSAX	0.0%	\$761M
VSMPX	0.0%	\$761M
SCHD	0.5%	\$589M
VOO	0.0%	\$573M

Institutional Put/Call — quarterly



14

SHORT VOLUME — DAILY, 60 SESSIONS

EDGE · live FINRA feed

88%

74%

60%

47%

15

DARK POOL ACTIVITY

EDGE · live ATS data

Weekly Notional (\$B)

Date	Notional (\$B)
06-15	0.12
06-22	0.31
06-29	0.17
07-06	0.20
07-13	0.29
07-20	0.32
07-27	0.38
08-03	0.23
08-10	0.12
08-17	0.15
08-24	0.31

Where PFG Trades in the Dark

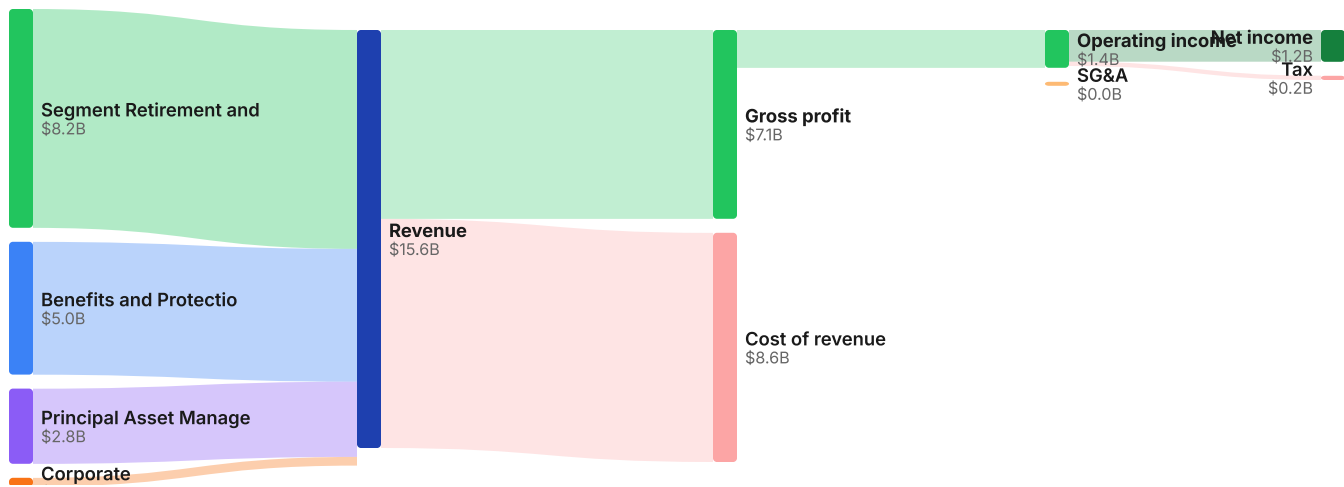
ATS VENUE (4-WK)	SHARES	AVG TRADE
Incr Intelligent Cross Llc	2.0M	47 sh
Ubsa Ubs Ats	1.3M	45 sh
Ebxl Level Ats	1.3M	26 sh
Mstx Ms Trajectory Cross (Ats-1)	1.2M	40 sh
Sgmt Sigma X2	1.1M	34 sh
Mlix Instinct X	0.9M	59 sh

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REVENUE FLOW — FY2025

live segmentation + income data

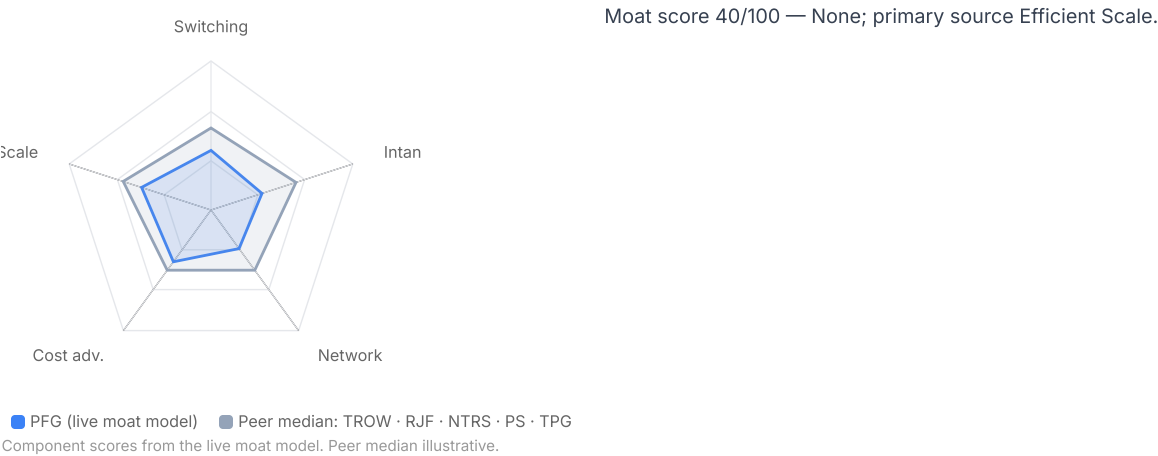


Where a dollar of Principal Financial Group, Inc. revenue goes. All values FY2025 filings, live.

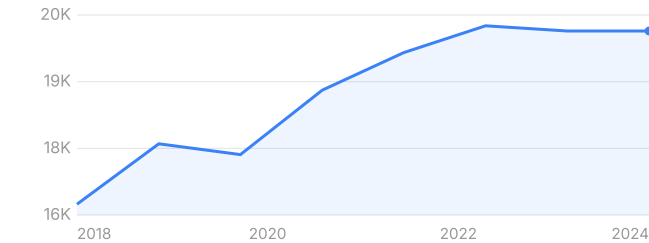
17

MOAT & COMPETITIVE POSITION

LIVE MODEL · 40/100 NONE



3.8 · Employees (SEC filings)



18

CORPORATE INFORMATION — KEY OFFICERS

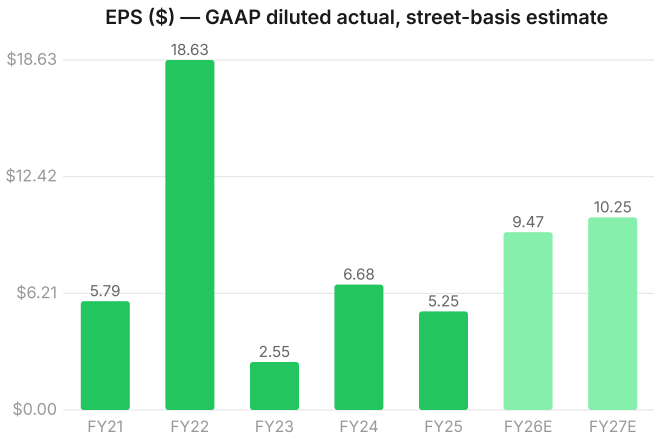
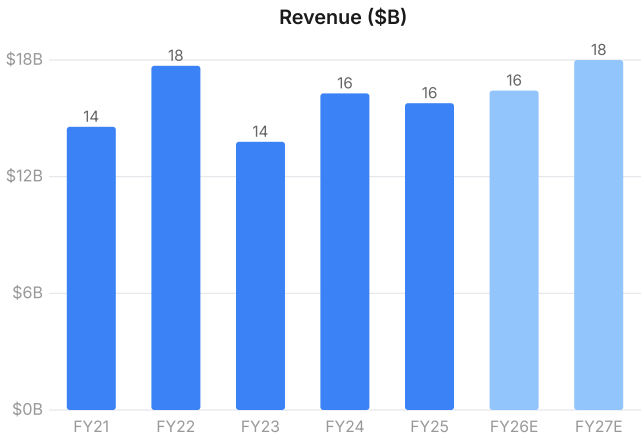
19,700 employees

OFFICER	TITLE
Kamal Bhatia	President & Chief Executive Officer of Principal Asset Management
Deanna Dawnette Strable - Soethout	President, Chief Executive Officer & Chair of the Board
Christopher James Littlefield	President of Retirement & Income Solutions
Amy Christine Friedrich	President of Benefits & Protection

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19 REVENUE & EPS — HISTORY AND ESTIMATES

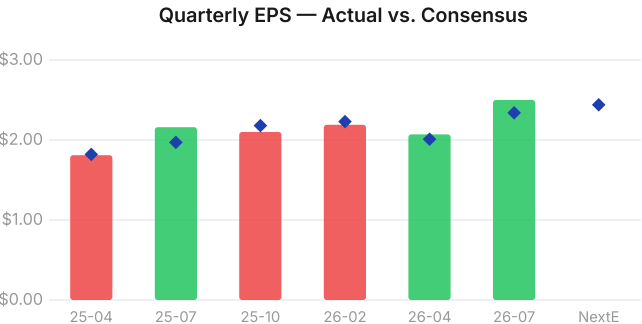
live consensus



Actual bars are GAAP diluted EPS from the filed income statement; the lighter forward bars are street-basis consensus. The two are different measures and are not comparable quarter to quarter.

20 ESTIMATE VS. ACTUAL & SURPRISES

live data



BEATS (>2%)
3 of 6
recent quarters

AVG SURPRISE
+2.2%

NEXT REPORT
2026-10-26

INCOME QUALITY
6.86
OCF + net income

21 REPORTED VS. CONSENSUS — FULL HISTORY

0 quarters · live data

BEAT RATE
—%
0 of 0 quarters

CURRENT STREAK
0
longest 0

AVG EPS SURPRISE
—%
median —%

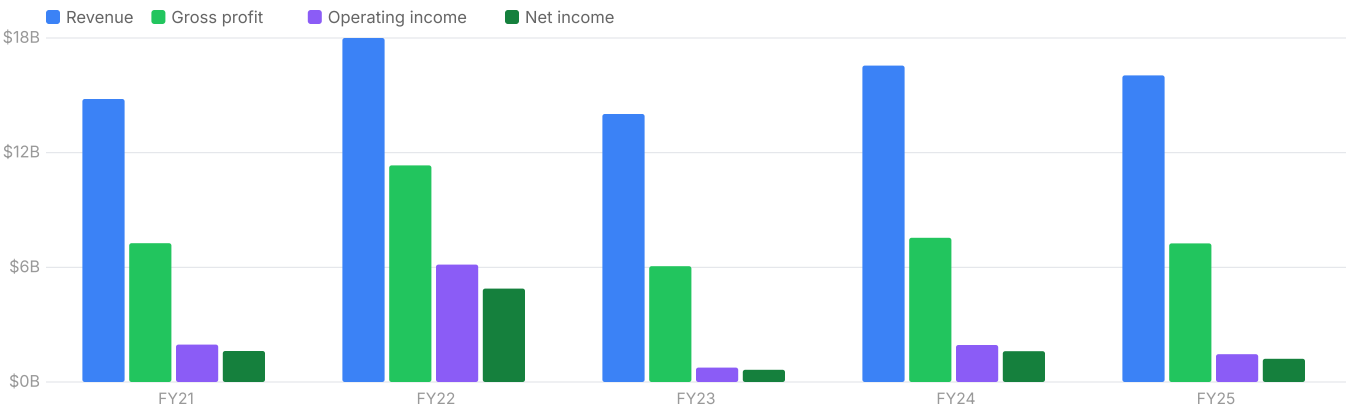
SURPRISE TREND
—
last 4 vs prior 4

PERIOD	EPS EST.	EPS ACTUAL	EPS SURPRISE	REV EST. (\$M)	REV ACTUAL (\$M)	REV SURPRISE
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Announcement dates to . Consensus as it stood at each report. Revenue surprise shown where both estimate and actual are filed. A beat record is history, not a forecast.

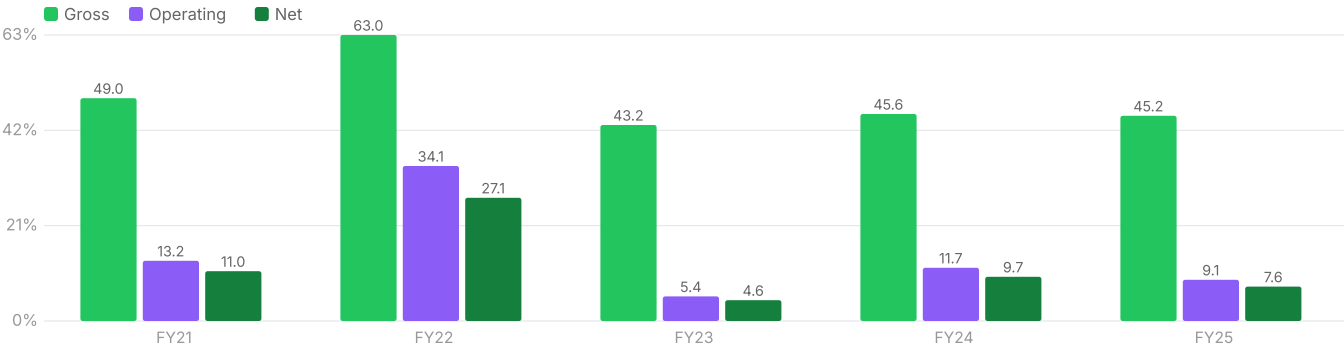
INCOME TRENDS — 5 YEAR

live financials

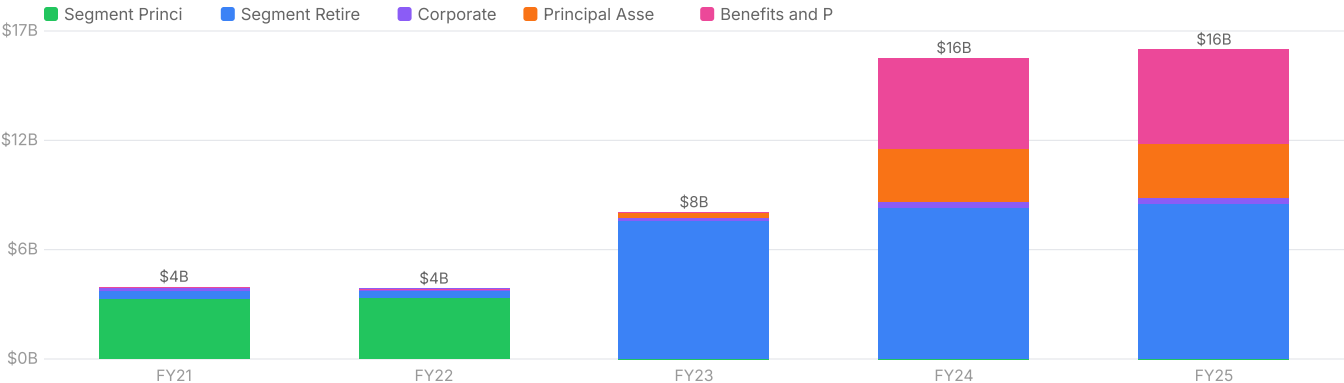


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Profit Margins (%)



Revenue by Segment — Stacked



Live segmentation data.

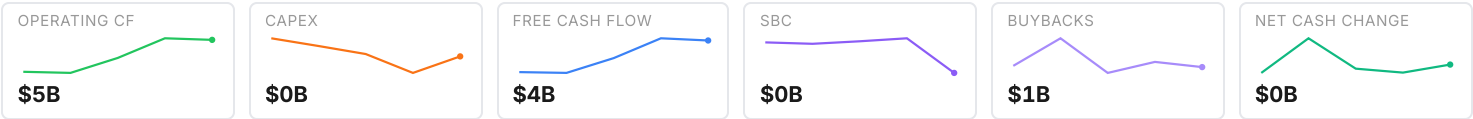
YoY Growth Heatmap — Income Lines

YOY GROWTH	FY21	FY22	FY23	FY24	FY25
Revenue	-2.1%	+21.5%	-22.1%	+18.0%	-3.1%
Gross profit	+9.5%	+56.1%	-46.6%	+24.6%	-4.0%
Operating income	+12.8%	+213.3%	-87.7%	+155.8%	-25.1%
Net income	+13.2%	+201.0%	-86.9%	+152.1%	-24.6%

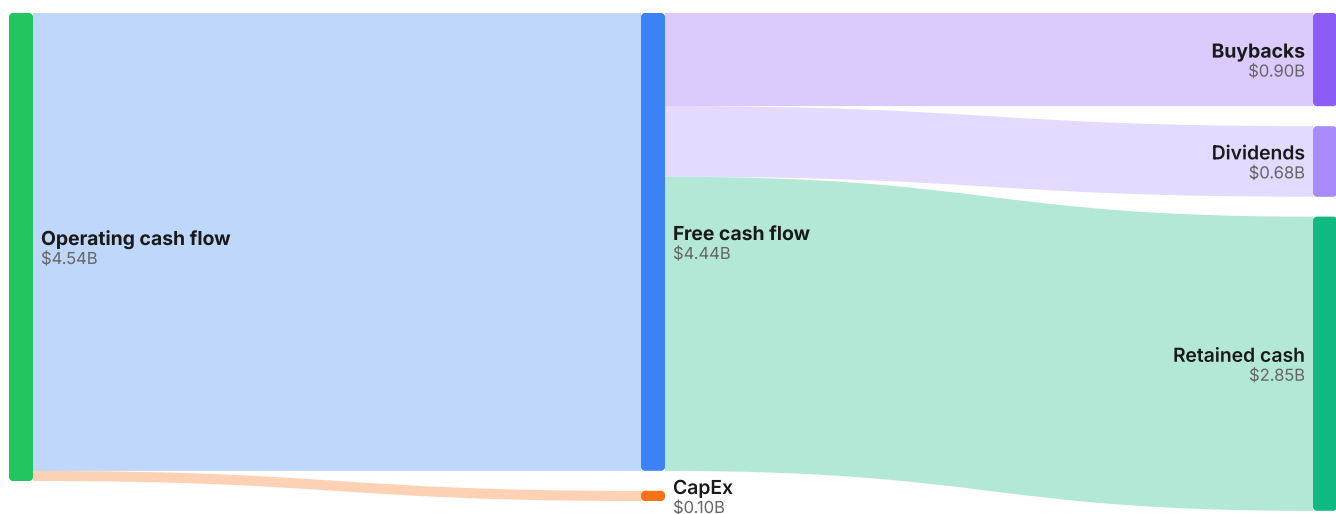
22 INCOME STATEMENT — FULL						live financials
\$B · FY ENDS	FY21	FY22	FY23	FY24	FY25	TREND
Revenue	14.4	17.5	13.7	16.1	15.6	
Cost of revenue	7.4	6.5	7.8	8.8	8.6	
Gross profit	7.1	11.0	5.9	7.4	7.1	
R&D expense	0.0	0.0	0.0	0.0	0.0	
SG&A expense	0.0	0.0	0.0	0.0	0.0	
Operating income	1.9	6.0	0.7	1.9	1.4	
EBITDA	2.2	6.3	1.0	2.1	1.7	
D&A	0.3	0.3	0.3	0.3	0.3	
Pretax income	1.9	6.0	0.7	1.9	1.4	
Income tax	0.3	1.2	0.1	0.3	0.2	
Net income	1.6	4.8	0.6	1.6	1.2	
Diluted EPS (\$)	5.79	18.63	2.55	6.68	5.25	
Diluted shares (M)	273	255	245	226	226	

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CASH FLOW TRENDS live data



WHERE THE CASH WENT — FY2025 cash Sankey, live data



Balance Sheet — Full

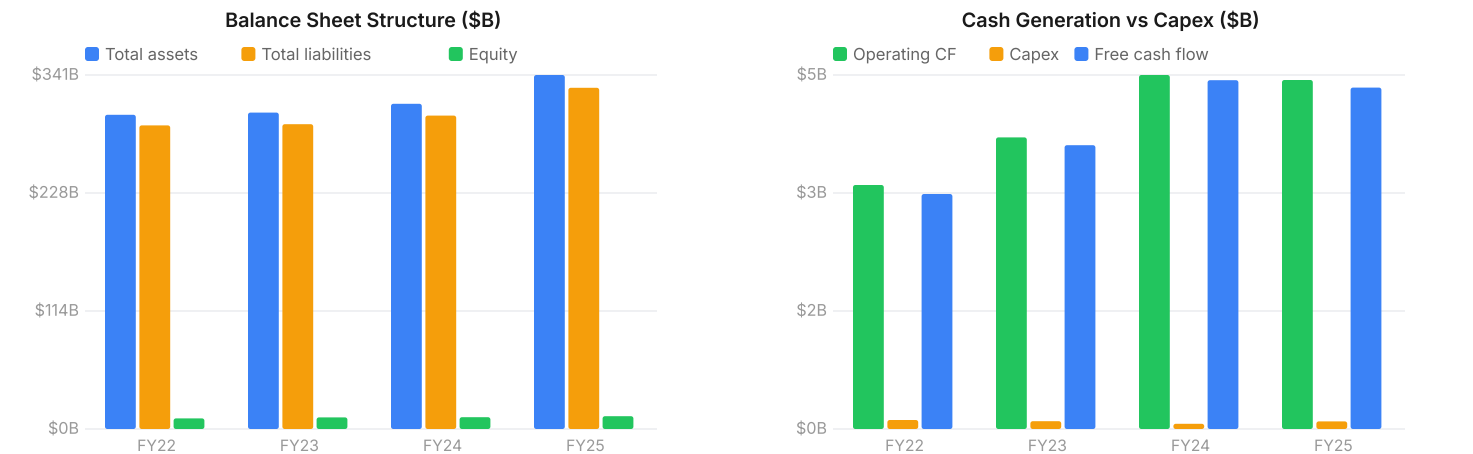
\$B	FY22	FY23	FY24	FY25	
Cash & equivalents	4.8	4.7	4.2	4.4	
ST investments	62.9	65.7	25.7	29.1	
Receivables (net)	25.4	24.6	23.3	3.9	
Total current assets	10.9	0.0	0.0	4.4	
PP&E (net)	1.0	0.9	0.8	0.7	
Goodwill + intangibles	3.1	3.1	2.9	6.9	
Total assets	303.0	305.0	313.7	341.4	
Accounts payable	20.4	0.0	0.0	0.0	
Short-term debt	0.1	0.1	0.2	0.4	
Deferred revenue	0.0	0.0	0.0	0.0	
Total current liabilities	20.5	0.0	0.0	1.9	
Long-term debt	4.0	3.9	4.0	3.7	
Total liabilities	292.7	293.8	302.2	329.0	
Shareholders' equity	10.3	11.2	11.5	12.4	

Cash Flow Statement — Full

\$B	FY22	FY23	FY24	FY25	
Net income	4.9	0.6	1.6	1.2	
D&A	0.3	0.3	0.3	0.0	
Stock-based compensation	0.1	0.1	0.1	0.0	
Working capital change	2.4	2.8	2.7	2.6	
Operating cash flow	3.2	3.8	4.6	4.5	
Capital expenditures	(0.1)	(0.1)	(0.1)	(0.1)	
Investing cash flow	1.1	(1.3)	(5.4)	(4.1)	
Buybacks	(1.7)	(0.7)	(1.0)	(0.9)	
Dividends paid	(0.6)	(0.6)	(0.7)	(0.7)	
Debt issuance / (repay)	(0.3)	(0.1)	0.1	(0.4)	
Financing cash flow	(1.7)	(2.6)	0.3	(0.2)	
Free cash flow	3.1	3.7	4.5	4.4	

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23 EXPANDED RATIO ANALYSIS (I)

live ratio engine · profitability · valuation

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
PROFITABILITY							
ROE	10.5%	36.5%	6.0%	14.3%	10.3%	13%	
ROA	0.6%	1.6%	0.2%	0.5%	0.4%	0.4%	
ROIC	-2.9%	-9.0%	-1.2%	-10.8%	-7.2%	-19.3%	
Gross margin	49.0%	63.0%	43.2%	45.6%	45.2%	48.5%	
Operating margin	13.2%	34.1%	5.4%	11.7%	9.1%	12.1%	
Net margin	11.0%	27.1%	4.6%	9.7%	7.6%	9.9%	
EBITDA margin	15.2%	35.8%	7.4%	13.3%	10.7%	17.3%	
FCF margin	21.7%	17.5%	27.0%	28.1%	28.4%	—	
VALUATION							
P/E	9.83	3.85	27.75	10.97	16.55	15.5	
P/B	1.05	1.83	1.58	1.55	1.65	2.0	
P/S	1.18	1.05	1.27	1.07	1.26	1.48	
P/FCF	5.45	6.00	4.69	3.80	4.42	4.8	
EV/EBITDA	-28.46	-7.56	-66.45	-4.55	-6.83	8.2	
EV/Revenue	-4.16	-2.59	-3.59	-0.53	-0.62	1.4	
Earnings yield	10.2%	26.0%	3.6%	9.1%	6.0%	6.50%	
FCF yield	18.4%	16.7%	21.3%	26.3%	22.6%	20.83%	

EXPANDED RATIO ANALYSIS (II)

leverage · solvency

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
LEVERAGE & SOLVENCY							
Current ratio	—	0.53	—	—	2.35	0.30	
Quick ratio	—	5.14	—	—	2.35	0.30	
Debt / equity	0.27	0.41	0.37	0.37	0.35	0.36	
Debt / assets	1.4%	1.3%	1.3%	1.3%	1.2%	1.2%	
Net debt / EBITDA	-36.54	-10.62	-89.86	-13.67	-20.68	-0.34	
Interest coverage	—	—	—	—	—	—	

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EXPANDED RATIO ANALYSIS (III)							efficiency · growth · per-share · scores
RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
EFFICIENCY							
Asset turnover	0.05	0.06	0.04	0.05	0.05	0.04	
Receivables turnover	8.00	1.29	0.55	0.67	1.15	4.1	
DSO (days)	46	284	668	542	317	88	
DPO (days)	0	574	480	0	0	—	
Cash conversion cycle	46	-2950	-2037	542	317	88	
GROWTH (YoY)							
Revenue growth	-3.2%	22.7%	-21.9%	18.0%	-3.1%	—	
Net income growth	22.6%	178.5%	-86.9%	152.1%	-24.6%	—	
EPS growth	26.6%	207.0%	-86.5%	157.8%	-21.6%	—	
FCF growth	-14.9%	-1.0%	20.7%	22.9%	-2.1%	—	
PER SHARE (\$)							
EPS (diluted, TTM)	6.37	19.56	2.64	6.79	5.33	7.07	
Book value / share	59.87	41.07	46.17	47.95	53.43	58.94	
Revenue / share	53.14	71.90	57.80	69.76	70.26	71.76	
FCF / share	11.51	12.55	15.61	19.61	19.96	22.19	
Cash / share	299.88	278.18	297.67	129.49	150.59	24.05	
SHAREHOLDER RETURN & SCORES							
Buyback yield	5.6%	9.2%	4.3%	6.1%	4.6%	4.22%	
Altman Z-Score	0.16	0.20	0.16	0.18	0.18	0.1	
Piotroski F-Score	6	6	5	7	5	5/9	
Beneish M-Score	-2.14	13.12	-0.33	-2.71	-3.23	-2.49	

24 EARNINGS QUALITY PANEL				live scores
MODEL	SCORE	ZONE	NOTE	
Piotroski F-Score	5 / 9	Middling		
Altman Z-Score	0.1	Distress (<1.81)	Distress	
Income quality	6.86	Cash-backed	OCF ÷ net income	
Beneish M-Score	-2.49	Non-manipulator	vs -2.22 threshold	

25 DUPONT & GROWTH QUALITY				live analysis engine
DUPONT DECOMPOSITION (TTM)		VALUE	GROWTH QUALITY (LIVE)	VALUE
Tax burden		0.83	Revenue stability	0.76
Interest burden		0.98	Earnings stability	0.20
Operating margin		12.1%	Earnings persistence	0.86
Asset turnover		0.05×	Revenue CAGR 3y	3.6%
Financial leverage		28.69×	EPS CAGR 3y	3.8%
= ROE		13%	FCF CAGR 3y	6.5%

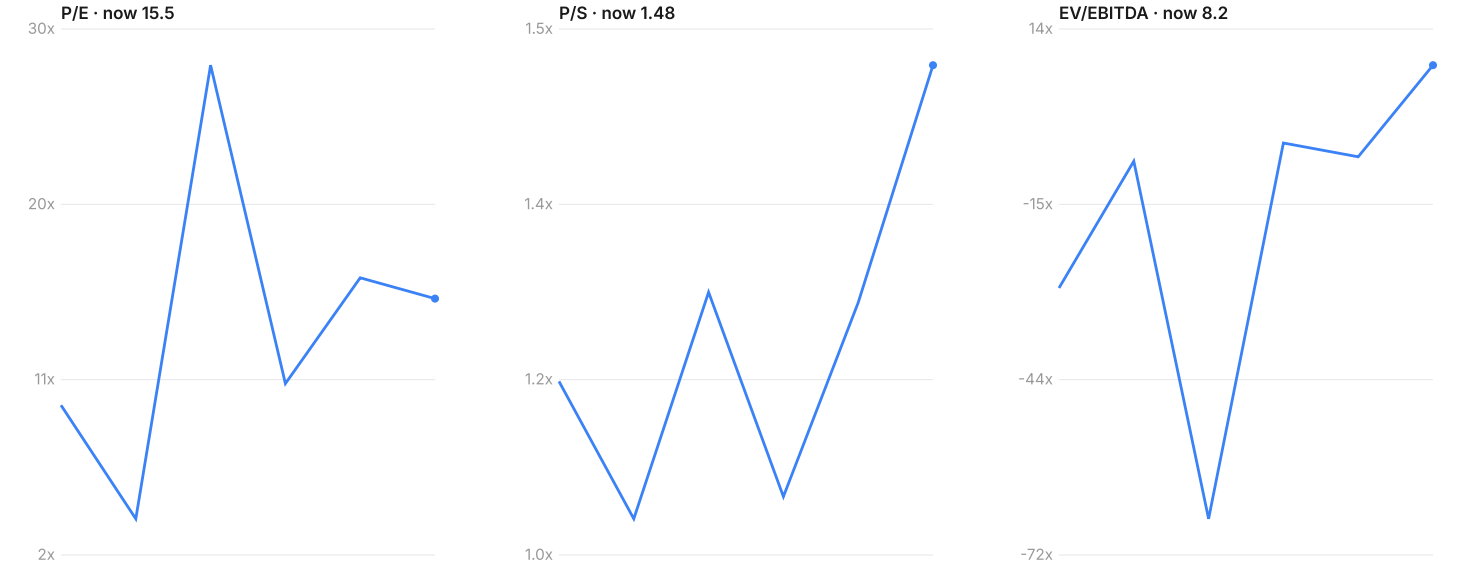
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SHAREHOLDER RETURN PROFILE live

BUYBACK YIELD 4.22%	DIVIDEND YIELD 2.99%	TOTAL SHAREHOLDER RETURN 6.81% cash yield	SBC / REVENUE -0.1% dilution pressure
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26 MULTIPLE HISTORY — FY SNAPSHOTS + TTM live ratio engine



27 PEER COMPARISON live peer engine

COMPANY	MKT CAP	P/E	ROE	NET MARGIN	REV GROWTH	PIOTROSKI	1-YR RET
TROW	\$21.5B	10.1	21%	33.1%	+7.0%	8/9	+3.0%
RJF	\$30.1B	13.4	18%	13.6%	+9.1%	7/9	-0.7%
NTRS	\$30.3B	14.1	17%	18.8%	+3.1%	8/9	+33.7%
PS	\$17.8B	1112.0	-3%	-78.8%	—	3/9	+84.5%
TPG	\$16.3B	34.9	20%	5.1%	+65.6%	7/9	—
BEN	\$15.7B	20.7	7%	7.3%	+7.9%	5/9	—
CRBG	\$15.3B	20.1	8%	0.1%	+229.2%	8/9	—
ARES	\$36.9B	49.0	15%	10.5%	+45.4%	6/9	—

1-yr returns computed from adjusted price history; peers without a tracked series show —.

28 ANALYST CONSENSUS & ESTIMATES live consensus

Hold

25 Analysts



MEAN TARGET (QTR) \$113.60 5 targets	TARGET VS. PRICE +4.4% last-quarter mean	NEXT REPORT 2026-10-26 street \$2.44
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CONSENSUS ESTIMATES	REVENUE MEAN	HIGH / LOW	EPS MEAN	HIGH / LOW	# EPS EST.
FY2026	\$16.27B	\$16.41B / \$16.07B	\$9.47	\$9.56 / \$9.31	7
FY2027	\$17.83B	\$18.20B / \$17.66B	\$10.25	\$10.41 / \$10.02	7
FY2028	\$18.67B	\$19.45B / \$18.23B	\$11.07	\$11.75 / \$10.49	4

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29 STREET TARGETS & THIRD-PARTY RATING

live targets + composite

Street Price Target — Trajectory

WINDOW	AVG TARGET	VS. PRICE	# TARGETS
Last Month	\$107.00	-1.7%	2
Last Quarter	\$113.60	+4.4%	5
Last Year	\$101.00	-7.2%	20
All Time	\$91.95	-15.5%	37

Rolling mean of published targets vs. last close \$108.81. Aggregated from StreetInsider.

Third-Party Composite Rating

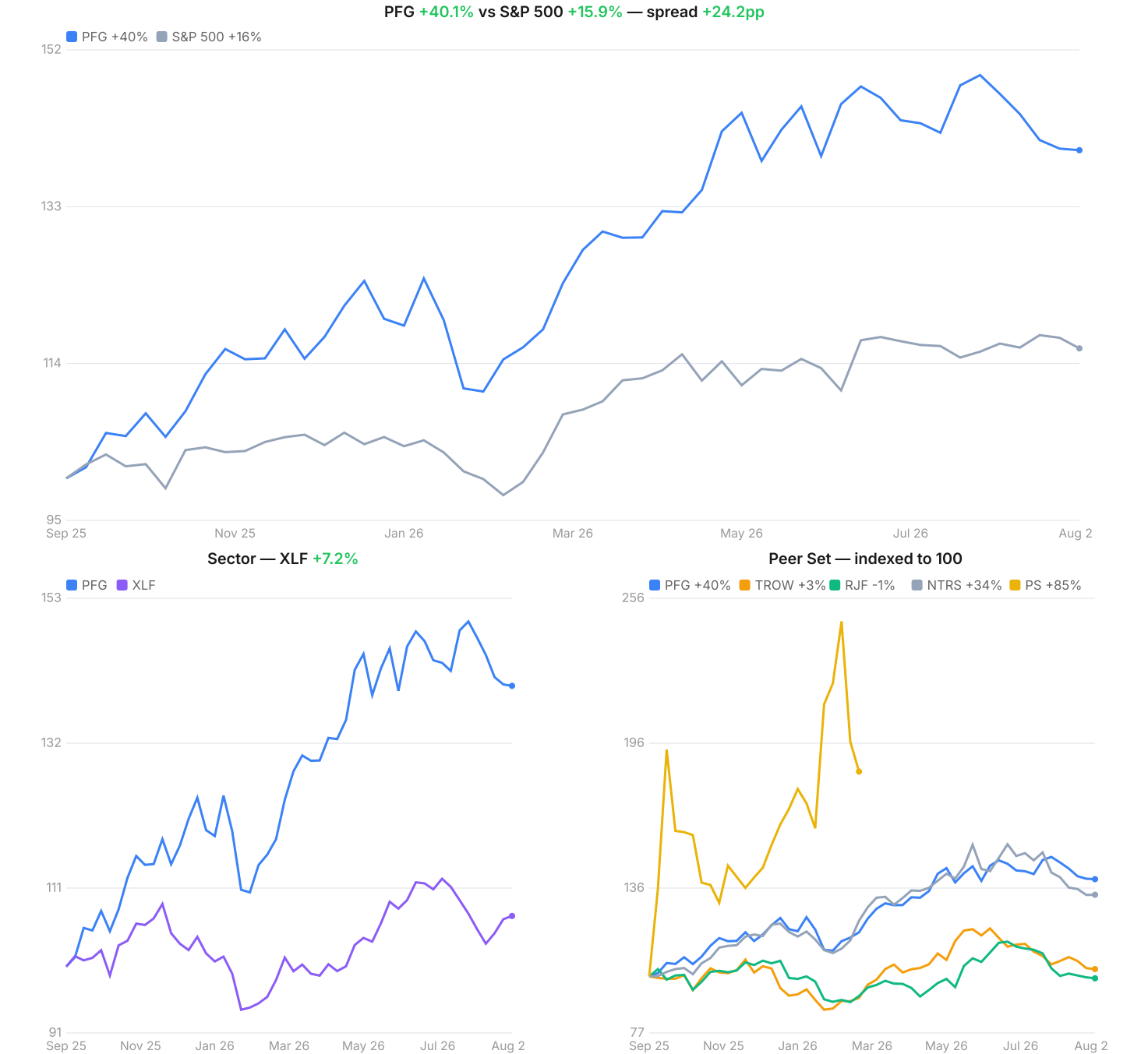
B+

DCF5/5ROE4/5ROA2/5DEBT/EQ3/5P/E2/5P/B2/5

Independent quant composite as of 2026-10-16; components scored 1-5 (5 best). Shown for contrast with the InsiderStreet Score — methodologies differ.

30 PRICE PERFORMANCE — INDEXED, 12 MO

live prices · benchmark + sector + peer set



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TECHNICAL CHART — 6-MONTH DAILY CANDLES, INDICATORS ON site chart, print edition



Candlesticks with SMA 20/50 overlay, Bollinger (20,2σ) band, volume, and Wilder RSI(14) — computed from live daily OHLCV.

MOVING AVERAGE RIBBON & TREND site technicals-tab chart, live indicator history



MOVING AVERAGE	VALUE	DISTANCE	% DISTANCE	SIGNAL
SMA 20	\$111.23	-2.42	-2.18%	Below
SMA 50	\$112.58	-3.77	-3.35%	Below
SMA 200	\$102.46	+6.35	+6.20%	Above
EMA 9	\$108.97	-0.16	-0.15%	Below
EMA 21	\$110.63	-1.82	-1.65%	Below
EMA 50	\$111.54	-2.73	-2.45%	Below
EMA 200	\$103.50	+5.31	+5.13%	Above

Series and readings from the nightly technical-indicator history — identical data to the site's ribbon chart. Supertrend segments colored by direction.

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31 TECHNICAL POWER SCORE

EDGE · site engine · 21/100 composite

TECHNICAL VERDICT

BEARISH

Power Score -58

4 of 22 indicator votes bullish

Family Scores (site weights)

Trend 30%

Momentum 25%

Volume 20%

Volatility 10%

Patterns 15%

20

20

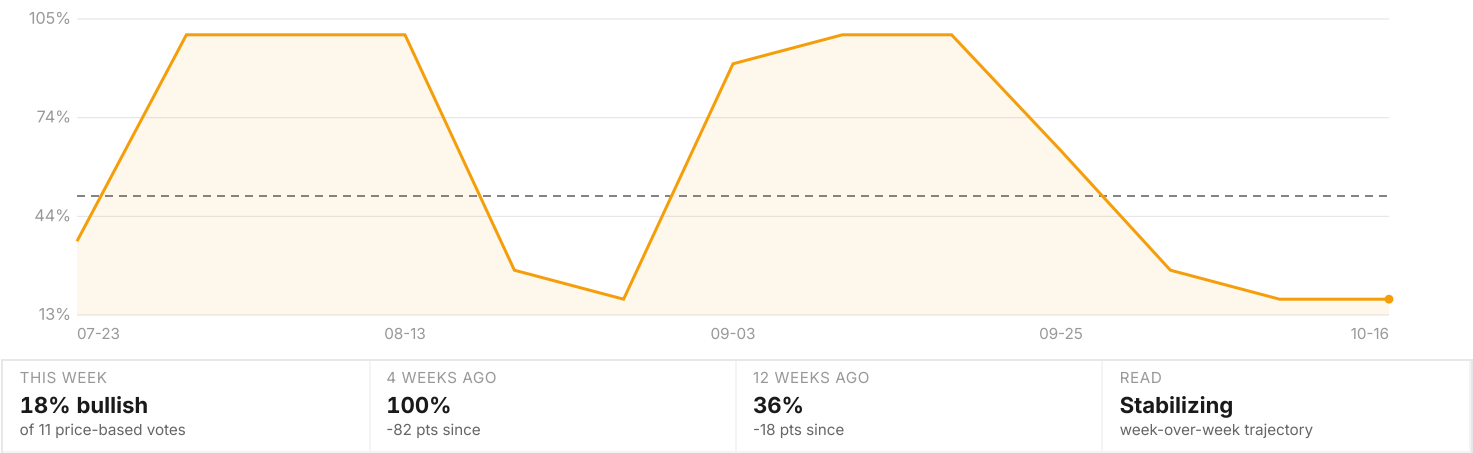
12

0

50

BEARISH — BUT WHICH WAY IS IT TRENDING?

vote share recomputed weekly, 13 weeks



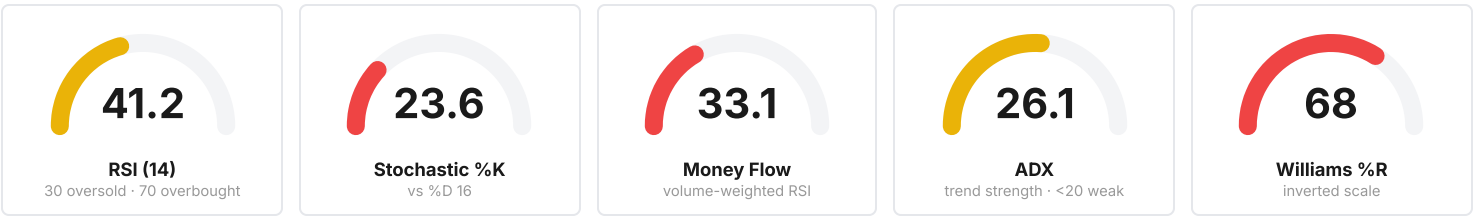
INDICATOR VOTE GRID

4 bull / 18 bear

● Price vs SMA 20	\$111.23	● Price vs SMA 50	\$112.58	● Price vs SMA 200	\$102.46
● EMA 9/21 Cross	109.0/110.6	● SMA 50/200	Golden	● ADX Direction	ADX 26
● Supertrend	\$113	● Parabolic SAR	\$113	● SMA Slope	-0.440
● RSI	41.2	● Stochastic K/D	24/16	● StochRSI K/D	35/23
● Williams %R	-68	● CCI	-55	● TSI vs Signal	-20.5
● CMO	-17.5	● ROC	-2.81%	● OBV Signal	Distrib
● Chaikin MF	-0.180	● MFI	33	● Force Index	-0M
● Elder Ray Bull	-0.22				

INDICATOR GAUGES

site technicals-tab style



32 KEY LEVELS & VOLATILITY

live indicator table

LEVEL	VALUE	LEVEL	VALUE
Pivot / R1 / R2	\$108.11 / \$109.89 / \$110.83	S1 / S2	\$107.17 / \$105.39
Bollinger (20,2)	\$105.57 - \$116.90	Squeeze	Off
52-wk range	\$77.17 - \$121.18	Off 52-wk high	-10.2%
ATR (14)	\$2.26 (2.1%)	Historical vol	16.4%

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33 SEASONALITY — 20-YEAR AVERAGES

live model · win rates shown

-2.1% Jan 40%	-2.0% Feb 40%	+0.2% Mar 52%	+6.9% Apr 60%	+1.5% May 55%	-1.2% Jun 40%	+3.4% Jul 55%	+1.1% Aug 50%	+1.2% Sep 55%	-0.0% Oct 65%	+2.4% Nov 90%	+4.8% Dec 55%
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Sample: 20 years — treat short histories as suggestive, not statistical.

34 RISK INDICATORS

computed from live price history

COMPUTED FROM LIVE WEEKLY PRICES	PFG	S&P 500
Weekly volatility (σ , 1y)	2.78%	1.83%
Best / worst week (1y)	+5.3% / -7.0%	—
Max drawdown (5y, monthly)	-53.9%	—
1-week VaR (95%)	-4.1%	—
Beta (5y)	0.87	1.00

35 EQUITY WEATHER & MARKET REGIME

EDGE · live weather engine

PFG EQUITY WEATHER (LIVE)

RAINY · -39

Trend

Momentum

Volume

Volatility

Breadth

-30

-31

-54

-60

-23

MARKET REGIME (2026-10-16)

NEUTRAL

VIX

19.99

Normal

DOW THEORY

Confirmed

Bearish

SPY / QQQ TSI

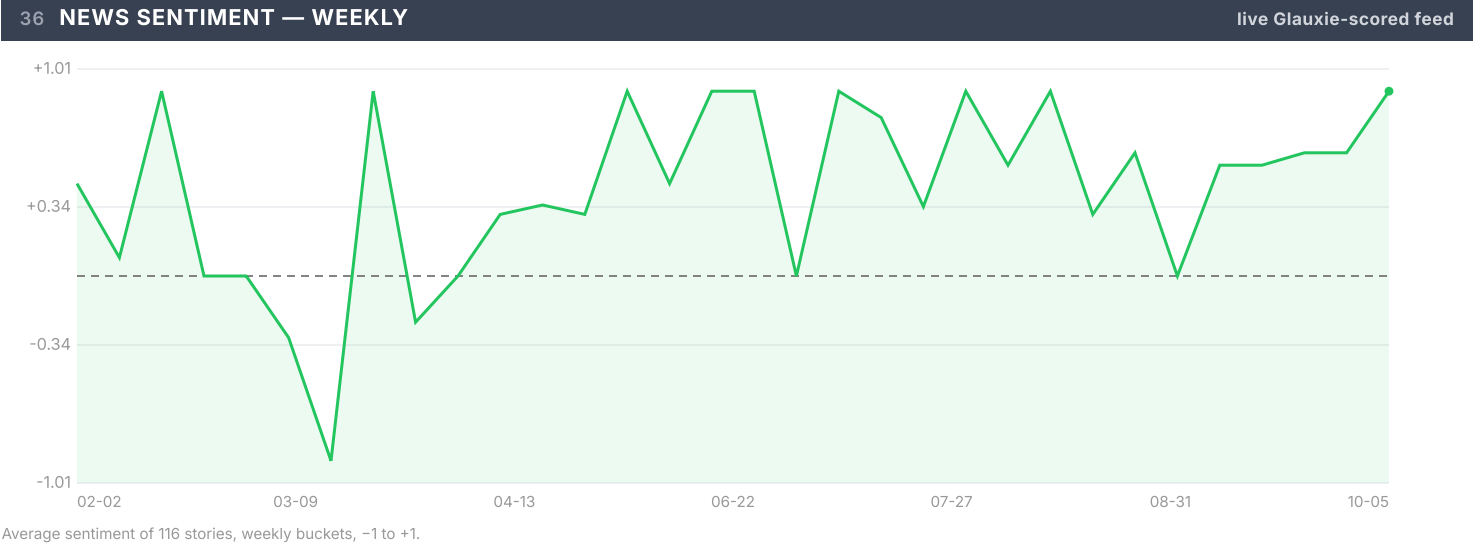
7.2 / 4.7

trend strength

SECTOR STRENGTH

46/100

breadth average



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37 WEATHER - COMPANY VS INDUSTRY, SECTOR, UNIVERSE

EDGE · live weather engine · Rainy

OVERALL -39.0 -21.9 vs industry	TREND -30.3 -20.4 vs industry	MOMENTUM -31.3 -24.3 vs industry	VOLUME -54.1 -54.1 vs industry
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READING	PFG	ASSET MANAGEMENT N=10,831	FINANCIAL SERVICES N=24,134	ALL US SYMBOLS N=70,435
Overall	-39.0	-17.0	-16.3	-20.5
Trend	-30.3	-9.8	-12.5	-21.3
Momentum	-31.3	-7.0	-4.4	-15.8
Volume	-54.1	+0.0	+0.0	-3.8

Trend, momentum and volume are computed per company. Volatility and breadth are market-regime values shared by every symbol in the universe, so they are reported once under Market Regime rather than compared here - a company cannot differ from its sector on a constant.

38 EXECUTIVE COMPENSATION

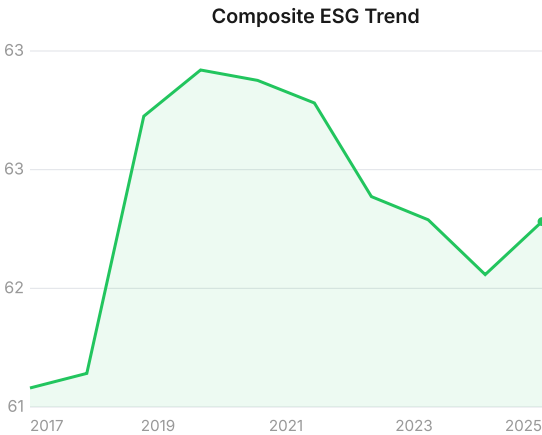
live proxy data · FY2025

EXECUTIVE	TOTAL COMP	STRUCTURE
Deanna D. Strable-Soethout Chair, President	\$13.8M	87% equity+incentive
Daniel J. Houston Former Executive Chairman	\$11.3M	66% equity+incentive
Kamal Bhatia President and CEO, Principal As	\$7.7M	92% equity+incentive
Christopher J. Littlefield President, Retire	\$5.9M	66% equity+incentive
Amy C. Friedrich, President, Benefits and Pr	\$5.2M	77% equity+incentive

39 ESG ASSESSMENT

live disclosure-derived scores

PILLAR (LIVE DISCLOSURE SCORES)	SCORE
Environmental	53
Social	66
Governance	67
Composite ESG	62



40 8-K MATERIAL EVENTS

live EDGAR feed

FILED	8-K CONTENTS	ITEMS
2026-09-10	Material Agreement; Financial Obligation; Exhibits	1.01,2.03,9.01
2026-07-27	Earnings Release; Exhibits	2.02,9.01
2026-07-20	Regulation FD	7.01
2026-06-01	Material Agreement; Financial Obligation; Other Events; Exhibits	1.01,2.03,8.01,9.01
2026-05-20	Shareholder Vote	5.07
2026-04-23	Earnings Release; Exhibits	2.02,9.01
2026-04-20	Regulation FD	7.01
2026-02-09	Results of Operations and Financial Condition; Financial Statements an	2.02,9.01

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41 METHODOLOGY

Methodology. Every figure originates in InsiderStreet's production data layer and is computed deterministically by the same engines that power insiderstreet.ai. This factsheet contains no model-written text. Sections without underlying data are omitted rather than estimated.

42 DISCLOSURES

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43 DATA PROVENANCE FOR THIS REPORT sources · coverage · method

DATA DOMAIN	SOURCE	COVERAGE FOR THIS REPORT
Price & volume	market_db.historical_prices	52 rows
Fundamentals	income_statements_annual	6 rows · 2020 to 2025
Reported vs consensus	fact/earnings_calendar	24 rows · 2020-10-26 to 2026-07-27
Analyst estimates	dim/forward_estimates	3 rows · 2026-12-31 to 2028-12-31
Institutional ownership (13F)	holdings_db.institutional_ownership_summary	100 rows · 2001 to 2026
Insider transactions (Form 4)	edgar/form4	12 rows · 2026-09-25
Proposed sales (Form 144)	edgar/form144	1 record
Beneficial ownership (13D/G)	edgar/13dg	2 rows · 2026-03-27 to 2026-04-30
Short-sale volume (FINRA)	edgar/short_volume_daily	60 rows · 2026-07-23 to 2026-10-15
Dark pool (ATS, tier 1)	edgar/darkpool_weekly	12 rows · 2026-06-15 to 2026-08-31
ETF & fund holding	etf_holdings_changelog (30d)	1 record
Peer set	stock_peers_dynamic	8 rows
Industry medians	industry_medians	1 record
Congressional trades	congress_db (House + Senate)	1 record
ESG	fact/esg_disclosures	1 record

Method. Every figure in this factsheet is looked up from a named field computed in code. It contains no model-written text.

Not covered. Short interest as a percent of float and days-to-cover are not in this data set — the short-sale figures above are FINRA volume, a flow, and cannot support squeeze or covering analysis. Options positioning and intraday data are also absent. 13F ownership is filed 45 days after quarter end and congressional trades are disclosed on a lag, so both describe a past position, not a current one.