

5 KEY FINDINGS

2014 Nonqualified Deferred Compensation Plan Sponsor Survey

Principal[®]
Financial Group

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1

Why do plan sponsors offer NQDC plans?



To allow plan participants to save for retirement in excess of qualified plan limits

91%



To help retain key employees

83%

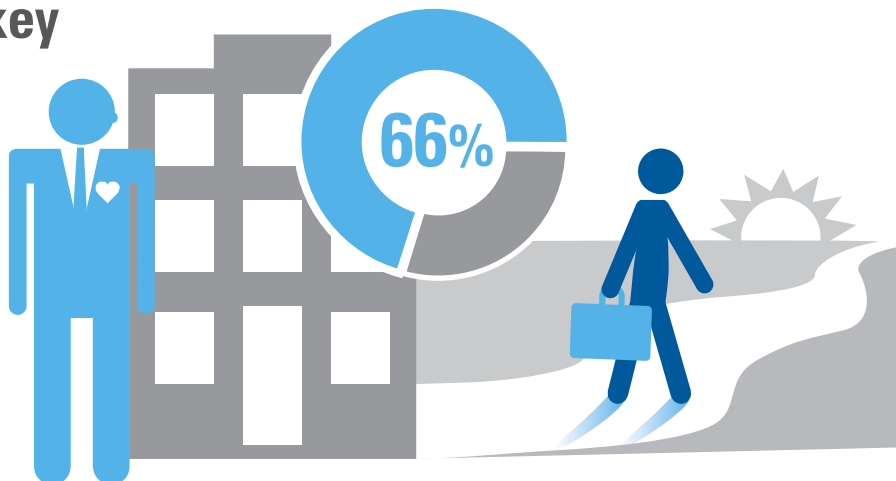


To provide a competitive benefits package when recruiting key employees

78%

2

Nearly **2 in 3** plan sponsors are concerned about their key employees having sufficient retirement income.



3

Most likely changes to NQDC plans



Expand number of eligible employees



Offer different investment options



Allow participants to defer more compensation into the plan

4

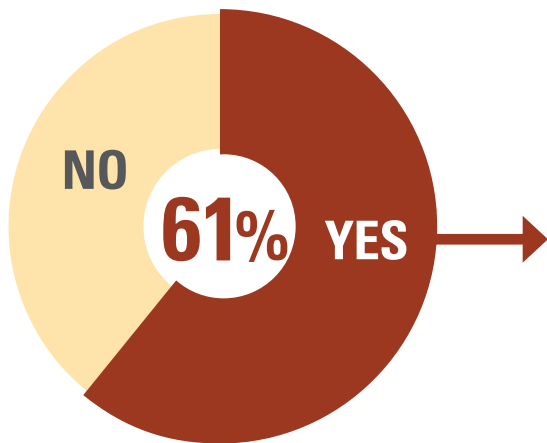
Building satisfaction with Plan record-keeper

Factors that make a difference:

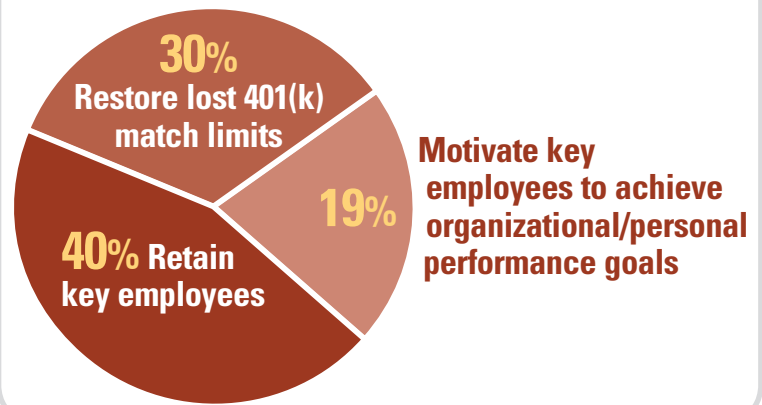
Easy to do business with	
Product innovator	Resources to offer the best plan
Partners effectively on challenges of administering NQ plan	Thought leadership

5

Employer contributions into the plan



Primary reasons for employer contributions



The 2014 Principal Nonqualified Deferred Compensation Plan Sponsor Survey is an online survey of 205 NQDC plan sponsors conducted between September 22 and October 4, 2014.



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