The primary investment principles for total assets, as outlined in the provided text, are:
1. **Orientation towards obligations (Asset Liability Management, ALM)**: The order of the tied assets must be based on the structure and expected development of the insurance obligations to be secured. This involves considering both the performance of investments and liabilities and the expected cash flows from investments and obligations.
2. **Profitability**: The insurance company selects investments that generate a return in line with the market.
3. **Diversification**: Each tied asset must be sufficiently and appropriately diversified. Cluster risks must be excluded. An appropriate mix in relation to the various investment categories and a spread of investments in relation to the debtors of the assets must be achieved.
4. **Liquidity**: The insurance company must choose investments that can be realized quickly if necessary, especially in the event of the insurance company's bankruptcy.
5. **Specialist knowledge, experience, integrity**: The staff involved in investment management and control must have adequate qualifications and knowledge of the asset classes invested in, and in the case of investments in riskier investments, appropriate expertise.
6. **Organization and control**: The administration (investment management) and control (risk management) of the investment activity must be carried out by independent persons and must be organizationally appropriate to the complexity of the business and investment activity.

These principles are crucial for the insurance company to manage its investments effectively, ensuring that its assets are aligned with its