

PACIFIC HORIZON ECV IUL

Flexible Premium Indexed Universal Life Insurance



PACIFIC LIFE

Pacific Life Insurance Company



RETIREMENT



BUSINESS



LEGACY



CLIENT GUIDE

Form series P21IUL or ICC21 P21IUL and S22ECV or ICC22 S22ECV, based on state of policy issue. Indexed universal life insurance does not directly participate in any stock or equity investments.

Protect Your Bottom Line

When you run a successful business, every dollar counts. When you need to protect your family or business from the financial impact of your premature death, it has to make sense to ‘the bottom line.’

Consider Pacific Horizon ECV IUL indexed universal life insurance for death benefit protection and high cash surrender value potential in the policy’s early years.

What can you do with high early cash surrender values? For individually owned policies, the cash surrender value may count as an asset allowing you flexibility to secure loans or explore premium financing. Or, if you are a businessowner, high early cash surrender values can help you offset the cost of providing corporate-sponsored life insurance protection on the lives of your executives.

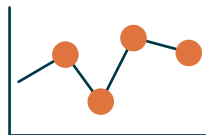
Talk to your financial professional¹ to learn more of the many ways high early cash surrender values can lend flexibility to your financial bottom line.

BENEFITS OF INDEXED UNIVERSAL LIFE INSURANCE



Death Benefit Protection

Protect your family and assets with tax-free² death benefit.



Index-Based Performance

Indexed accounts credit interest based in part on the performance of major indexes.³



Guaranteed Floors

Your policy’s cash value is protected from index-based losses and is reduced only by policy charges and any policy distributions you take.

¹ In order to sell life insurance, a financial professional must be a properly licensed and appointed life insurance producer.

² For federal income tax purposes, life insurance death benefits generally pay income tax-free to beneficiaries pursuant to IRC Sec. 101(a)(1). In certain situations, however, life insurance death benefits may be partially or wholly taxable. Situations include, but are not limited to: the transfer of a life insurance policy for valuable consideration unless the transfer qualifies for an exception under IRC Sec. 101(a)(2)(i.e. the transfer-for-value rule); arrangements that lack an insurable interest based on state law; and an employer-owned policy unless the policy qualifies for an exception under IRC Sec. 101(j).

³ Indexed accounts based in part on the performance of the S&P 500® index exclude dividends in their calculation.

Flexible Options



FIXED AND INDEXED CREDITING CHOICES

Your policy's cash surrender value may earn interest over time. For conservative and steady interest crediting potential, your policy offers a fixed account with a 1.0% guaranteed minimum interest crediting rate. The fixed account's current interest crediting rate is declared periodically and may be higher than 1% on a nonguaranteed⁴ basis.

For higher interest crediting potential, you may choose from a range of indexed accounts, including volatility control indexed accounts which credit interest based in part on the performance of the BlackRock Endura[®] Index.⁵

Each indexed account guarantees a minimum interest crediting rate of 0%, so your policy will never lose cash value due to stock market volatility and is reduced only by policy charges and any policy loans, withdrawals, and other distributions you take.⁶

HIGH EARLY CASH SURRENDER VALUE FLEXIBILITY

Depending on how the policy ownership is established, you may use your policy's cash value as a personal or business asset. Your policy already features high cash surrender value potential, but you may further increase it in the first seven to ten policy years by electing the SVER-3 Term Insurance Rider.^{7,8}

ABOUT VOLATILITY CONTROL INDEXED ACCOUNTS

The BlackRock Endura[®] Index uses daily volatility controls to track a mix of U.S. equities and Treasuries with the goal of reducing losses during market downturns while still providing some gains during a rising market. The Volatility Control Indexed Accounts credit interest based in part on the performance of the BlackRock Endura[®] Index and are guaranteed to have no growth cap and may offer greater participation rates than other accounts. For more details, ask your financial professional for a personalized illustration.

⁴ Pacific Life Insurance Company reserves the right to change or modify any non-guaranteed or current elements. The right to modify these elements is not limited to a specific time or reason.

⁵ The BlackRock iBLD Endura[®] VC 5.5 ER Index is referred to as the BlackRock Endura[®] Index for ease of reference. While this Index tracks the impact of dividends which affect the Segment Indexed Interest, you cannot purchase, directly participate in or receive any dividend payments from the Index through the policy.

⁶ Monthly policy charges include an Administrative Charge, Coverage Charge, Cost of Insurance Charge, and any applicable rider charges. Additionally, a premium load is deducted from each premium payment. Surrender charges will apply upon policy surrender within 10 years of policy issue or Basic Coverage layer issue date. To understand how the policy charges will affect your policy's cash value, request a personalized illustration that includes the "Policy Charges" report.

⁷ SVER-3 Term Insurance Rider (SVER-3) (Form #R18SV3, S18SV3 or ICC18 R18SV3, ICC18 S18SV3, based on state of policy issue).

⁸ Riders will likely incur additional charges and are subject to availability, restrictions, and limitations. When considering a rider, request a policy illustration from your life insurance producer to see the rider's impact on your policy's values.

Feature Spotlight

Pacific Horizon ECV IUL offers choices for interest crediting potential, including volatility control indexed accounts and the Enhanced Performance Factor Rider.⁹ While the volatility control indexed accounts aim to control volatility over time, the Enhanced Performance Factor Rider offers the potential to multiply interest credits earned in all indexed accounts by certain performance factors as described below.

Enhanced Performance Factor Rider

To increase the interest crediting potential of your policy's indexed accounts, you may elect the Enhanced Performance Factor Rider⁹ at policy issue. The rider offers three levels of guaranteed monthly rider charges and performance factors as shown below. While the charges will never be higher than shown, the performance factors may be higher than shown on a current basis.

SAMPLE VALUES: GUARANTEED MINIMUMS IN YEARS 10–20

RIDER DESIGN	Classic (A)	Performance (B)	Performance Plus (C)
PERFORMANCE FACTOR	1.00	1.49	1.72
RIDER CHARGE	0% Monthly (0% Annually)	0.415% Monthly (4.98% Annually)	0.625% Monthly (7.50% Annually)

For brevity, the above chart reflects guaranteed rider charges and guaranteed minimum performance factors in policy years 10–20, although they apply in all years 2+. Each performance factor is the sum of the 1.0 guaranteed performance factor and the rider's current performance factor. The guaranteed rider charge is assessed monthly as a percentage of each segment's monthly balance. The performance factor applies at segment maturity based on the average segment monthly balance over the segment term.

What Do Performance Factors Do?

Segment performance factors greater than 1.0 may increase the interest credited to the indexed accounts as shown below. Each segment's performance factor may be higher than shown on a nonguaranteed basis.

$$\text{Segment's Indexed Interest Credit} \times \text{Segment's Performance Factor} = \text{Segment's Total Indexed Interest Credit}$$

What Are Some Things I Should Know?

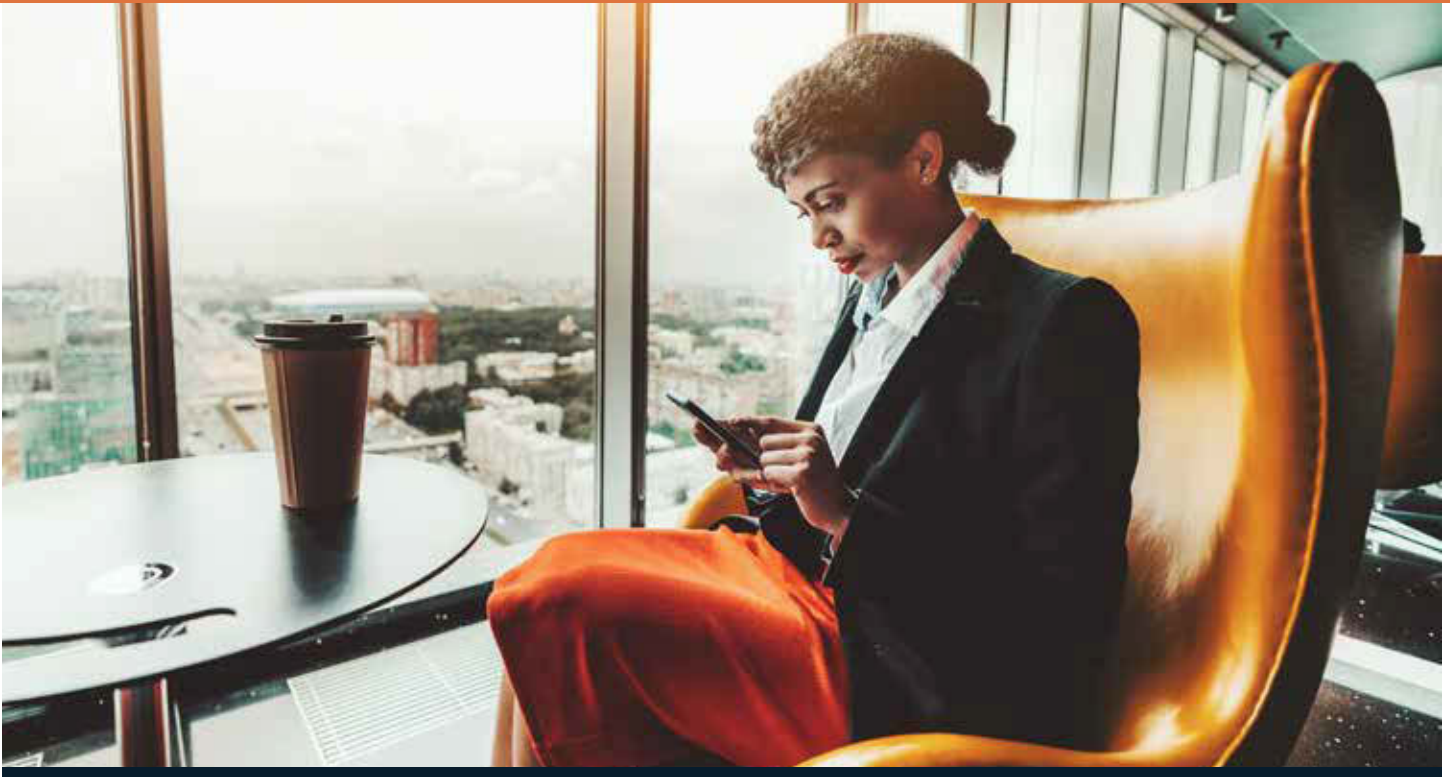
The rider gives you choices. You may switch between rider designs as frequently as every year on the policy anniversary. For example, switching to the Classic rider design will return any newly created segments back to their base interest crediting potential—no additional rider charges and no additional rider performance factor will apply. At any later policy anniversary, you may switch to another rider design for greater rider charges and greater performance factors. Rider design changes occur on the policy anniversary and will impact only the indexed segments created on or after the policy anniversary after a requested rider design change.

Another consideration is the rider will increase an indexed segment's value only when the additional interest credited due to the rider performance factor exceeds the deductions for the rider's monthly charges.

**To learn more, request a personalized illustration
from your financial professional.**

⁹ Enhanced Performance Factor Rider (Form #R18EPF or ICC18 R18EPF, based on state of policy issue). Riders will likely incur additional charges and are subject to availability, restrictions, and limitations. When considering a rider, request a policy illustration from your life insurance producer to see the rider's impact on your policy's values.

How Will You Use Your Policy?



COVER KEY EXECUTIVES + GAIN BUSINESS ASSETS

If you own a business, a robust executive benefits plan may help you attract and retain key executives. For example, you may reward top talent by using an endorsement split dollar arrangement to buy cash value life insurance on key executives. As the policyowner, your business pays the premiums¹⁰ and generally retains access to the cash value as an asset, providing the business with potential access to funds if it needs cash in the future. The remainder of the death benefit will be paid to the beneficiary named by the executive.

EXCHANGE YOUR POLICY + RETAIN CASH VALUE

As an affluent individual or business owner, you most likely review your assets periodically. The same goes for your life insurance coverage. If you own multiple policies or are simply exchanging one cash value policy for another,¹¹ consider optimizing and/or consolidating your coverage. If a policy replacement is right for you, Pacific Horizon ECV IUL offers the potential for higher early cash values, so you might retain more of the cash value you've built up from an existing policy upon exchange.

***Talk to your financial professional about the many ways
a Pacific Horizon ECV IUL policy may help you
meet your financial goals—today and tomorrow.***

¹⁰ Indexed universal life insurance generally requires additional premium payments after the initial premium. If either no premiums are paid, or subsequent premiums are insufficient to continue coverage, it is possible that coverage will expire.

¹¹ There are circumstances in which replacing your existing life insurance or annuity can benefit you. As a general rule, however, replacement is not in your best interest. Your life insurance producer can provide you with detailed information as to how a replacement may affect your plan of insurance. You should make a careful comparison of the costs and benefits, including any applicable surrender charges, of your existing policy and the proposed policy to determine whether replacement is in your best interest.

The Power of Pacific

For more than 150 years, Pacific Life has helped millions of individuals and families with their financial needs through a wide range of life insurance products, annuities, and mutual funds, and offers a variety of investment products and services to individuals, businesses, and pension plans. Whether your goal is to protect loved ones or grow your assets for retirement, Pacific Life offers innovative products and services that provide value and financial security for current and future generations. Pacific Life counts more than half of the 100 largest U.S. companies as its clients and has been named one of the 2022 World's Most Ethical Companies® by the Ethisphere Institute. For additional company information, including current financial strength ratings, visit www.PacificLife.com.

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PACIFIC LIFE

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Life insurance is subject to underwriting and approval of the application and will incur monthly policy charges. In general, additional premium is required to continue coverage of the policy. Policy may lapse if premium is insufficient to continue coverage.

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