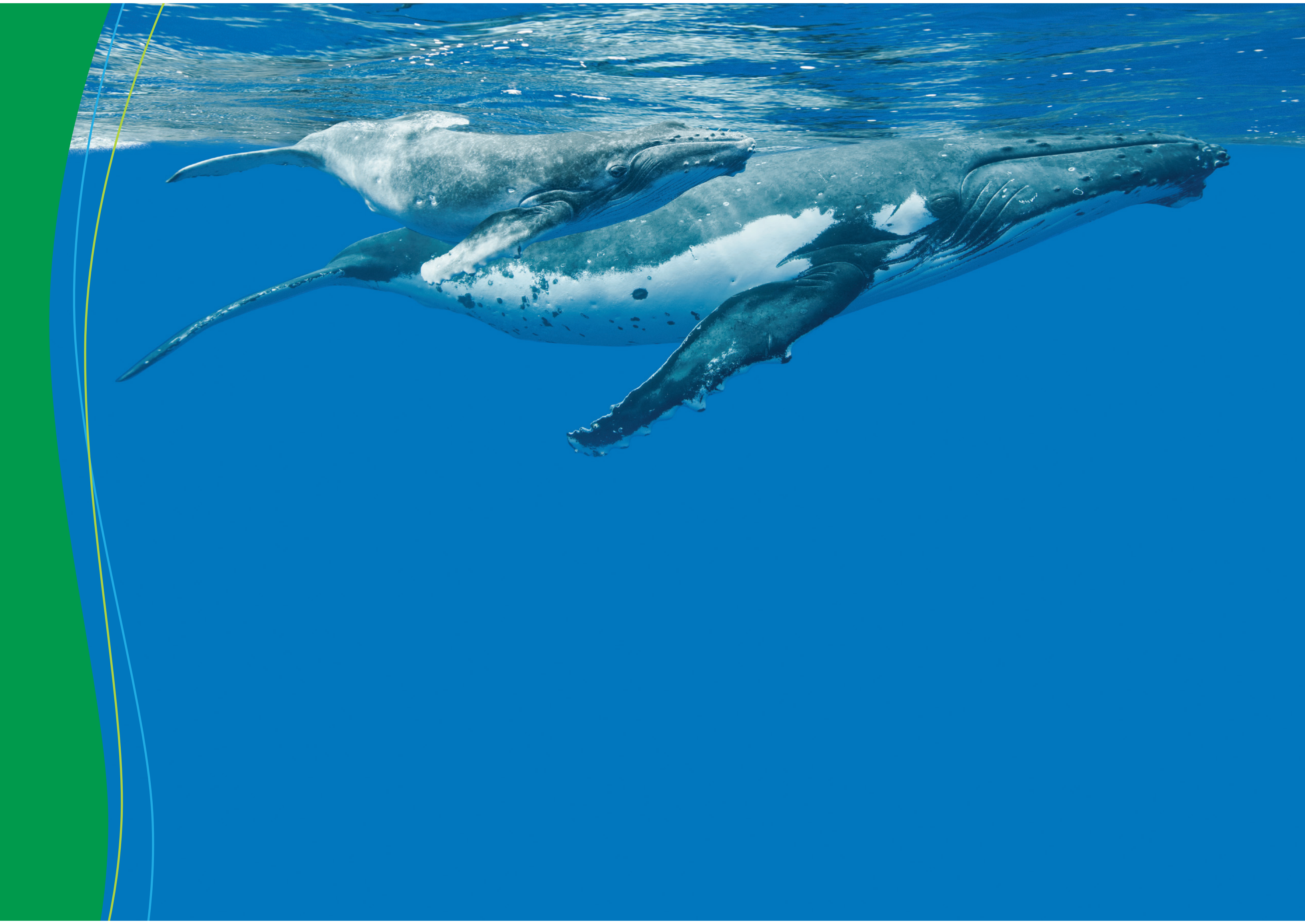
PACIFIC INDEX ADVISORY®

A Fee-Based, Deferred, Fixed Indexed Annuity



Pacific Life Insurance Company

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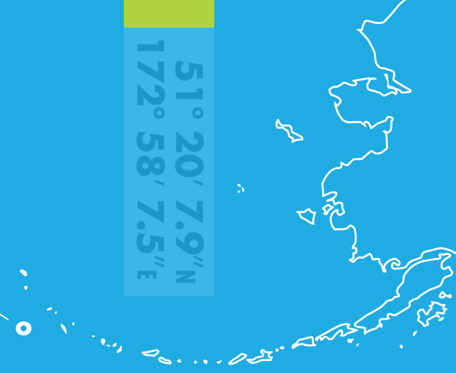
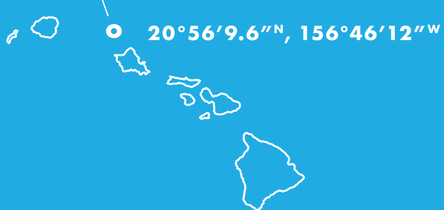


WHY CHOOSE A FIXED INDEXED ANNUITY

A fixed indexed annuity is a long-term contract between you and an insurance company that helps:

- Protect principal.
- Provide the opportunity for growth based on the positive movement of an index.
- Generate protected lifetime retirement income.

As you plan for retirement, reflect on Pacific Life's icon, the humpback whale, which migrates thousands of miles each year to distant feeding grounds for the purpose of sustaining its life. When you retire, a Pacific Life fixed indexed annuity can help you go the distance by providing a sustainable source of income and strong guarantees. Consider adding a fixed indexed annuity to your retirement strategy today.



All guarantees are subject to the claims-paying ability and financial strength of the issuing insurance company.

No bank guarantee • Not a deposit • May lose value
Not FDIC/NCUA insured • Not insured by any federal government agency

HELP PREPARE FOR A SECURE RETIREMENT

As you develop your retirement strategy, you may be concerned with how you will grow your assets while principal is protected against loss during market downturns. You also may be looking to generate protected income to last your entire life or to secure your financial legacy for loved ones.

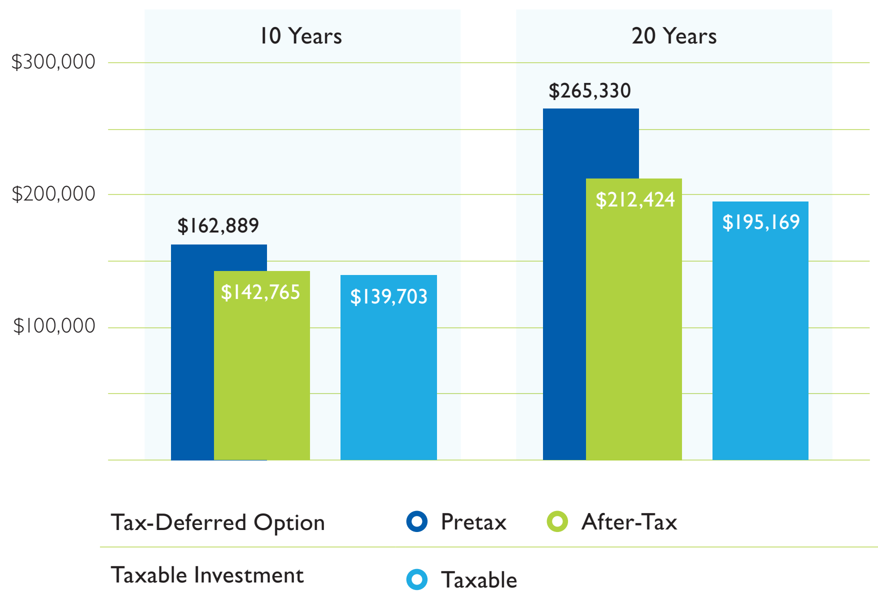
Pacific Index Advisory is a deferred, fixed indexed annuity and may be right for you if you are looking for:

- Safety of principal.
- Growth potential without being invested in the market.
- Tax deferral.
- Access to your money.
- Lifetime income.
- A beneficiary benefit for loved ones.

The Power of Tax Deferral

Because an annuity is tax-deferred, interest will compound without current income tax. Your money grows faster because you don't pay taxes on the interest earned until you withdraw it or it is distributed to you. The graph to the right illustrates the benefits of tax deferral.

A $100,000 initial purchase payment, compounded at 5% annually over 10 and 20 years, grows with taxes deferred. If the full amount is withdrawn after 20 years and taxes are paid on the lump-sum distribution, the amount would be $212,424—more than the $195,169 accumulated in a taxable investment over the same time frame.



Source: CalcXML. *Compare taxable, tax-deferred and tax free Investment Growth calculator.* June, 2024.

A beneficiary benefit is referred to as a death benefit in the contract summary.

Tax-deferral assumptions: Hypothetical example for illustrative purposes only. Assumes a nonqualified contract with a cost basis of $100,000. After 20 years, the full amount before taxes equals the purchase payments plus interest, $265,330. The amount withdrawn after taxes are paid is calculated by taking the full amount and subtracting the cost basis; it is then multiplied by 0.68 (32% ordinary income-tax rate) and adding back in the cost basis, for a total of $212,424 after taxes.

Assumes a 32% ordinary income-tax rate, assessed yearly on the taxable investment and at period-end on the tax-deferred example. Actual tax rates may vary for different taxpayers and assets from that illustrated (e.g., capital gains and qualified dividend income). Actual performance of your investment also will vary. Lower maximum tax rates on capital gains and dividends would make the investment return for the taxable investment more favorable, thereby reducing the difference in performance in the examples shown. Consider your personal investment time horizon and income-tax brackets, both current and anticipated, when making an investment decision. Hypothetical returns are not guaranteed and do not represent performance of any particular investment. If Pacific Index Advisory withdrawal charges were included (7% maximum withdrawal charge), the tax-deferred performance would be significantly lower.

Under current law, a nonqualified annuity that is owned by an individual is generally entitled to tax deferral. IRAs and qualified plans—such as 401(k)s and 403(b)s—are already tax-deferred. Therefore, a deferred annuity should be used only to fund an IRA or qualified plan to benefit from the annuity's features other than tax deferral. These features include lifetime income and beneficiary benefit options.

SAFETY OF PRINCIPAL WITH GROWTH POTENTIAL

Pacific Index Advisory combines the guarantees of a fixed annuity with growth potential linked to market-based indexes. It is not a security, and your money is not directly invested in the market. Yet, you have the potential to earn interest based on the positive performance of an index. The amount of interest credited depends on the option selected.

What This Means for You

- **Never lose principal due to market performance.** Even during market downturns, your principal will not be affected and you will not lose money.
- **Lock in earned interest.** Any interest gains as a result of positive index performance are locked in to the contract value and protected from any future market downturns.
- **Longer guarantees.** While some fixed indexed annuities only guarantee rates or caps for a short term, with Pacific Index Advisory, your guaranteed rates and caps remain the same until the end of your chosen initial guaranteed period.

FLEXIBLE CHOICES FOR HOW TO EARN INTEREST

Along with the principal protection and guarantees that Pacific Index Advisory provides, it also gives you choices called **Interest-Crediting Options** to earn interest on your contract.

You may choose to allocate your entire purchase payment to one Interest-Crediting Option or a combination of options. The amount of money you allocate to each option is up to you. Your financial professional can help you customize your contract to fit your unique retirement strategy and help determine the best way to allocate your purchase payment.

Select the Initial Guaranteed Period

One of the first things to do when you purchase Pacific Index Advisory is to select the initial guaranteed period. The initial guaranteed period may be based on your retirement time horizon or when you believe you'll need to access your contract value for retirement. The initial guaranteed period corresponds to the withdrawal charge schedule, and you may select one of two time frames:

- **Five years**
- **Seven years**

The initial guaranteed period determines:

- The interest rates that will be earned on the Fixed Account Option and potentially earned with the Performance-Triggered Index Option, as well as the time period the rates are guaranteed. More information about the various options can be found below and on the next page.
- The cap applied to the Point-to-Point Option and the time period the cap is guaranteed. A cap is the maximum amount of interest that can be earned for the index term.
- When you'll have access to your contract value without incurring a withdrawal charge or market value adjustment (MVA). More information about the MVA and withdrawal charge schedule can be found on pages 8 and 9.

Pacific Index Advisory provides you with the certainty that all rates and caps will remain the same throughout the initial guaranteed period.

Determine How to Earn Interest—Fixed Account Option and/or Index-Linked Options

Now that you've selected the initial guaranteed period, there are two ways to potentially grow your contract value:

- **The Fixed Account Option** earns a guaranteed interest rate for a specified period. The rate is guaranteed to be no less than the minimum guaranteed interest rate specified in your contract.
- **The Index-Linked Options** earn interest based on any positive movement of an index. With Pacific Index Advisory, you can link potential growth to two indexes—one with a U.S. market focus and the other international.
  - **S&P 500® Index**: This index offers a market capitalization-weighted index of 500 companies in leading industries of the U.S. economy.
  - **MSCI EAFE® Index (Europe, Australasia, and the Far East):** This index measures international equity performance and is composed of the MSCI country indexes that represent developed markets outside of North America—Europe, Australasia, and the Far East.

Choose the Method(s) for Crediting Any Index-Linked Interest to Your Contract

If you make an allocation to an Index-Linked Option, there are two methods through which any earned interest may be added to your contract.

- **Point-to-Point Option**: Interest is credited annually based on the index return over one contract year, up to a maximum called a cap. If the return is zero or negative, interest will not be credited, but you will not have any loss of contract value.
- **Performance-Triggered Index Option**: A fixed interest rate is declared at contract issue and credited when triggered by a flat or positive index return over one contract year. If the return is negative, interest will not be credited, but you will not have any loss of contract value.

At the end of the contract year, you have the flexibility to reallocate your contract value however you choose or keep the same allocations.

Please note: Additional cash purchase payments up to $100,000 are permitted within the first 60 days of contract issue. Interest will be credited proportionately based on both the index return and the length of time the additional purchase payment is allocated: from the date the additional purchase payment is received to the end of the index term. This period may be less than the time frames listed below.

The table below summarizes the Interest-Crediting Options and how interest is earned.

	Indexes	How Interest Is Credited	When Interest Is Credited	Length of Time the Initial Interest Rate and/or Cap Is Guaranteed
Fixed Account Option	N/A	Fixed interest rate	Daily	Fixed interest rate is set at contract issue and guaranteed for the five- or seven-year initial guaranteed period selected.
Index-Linked Options	S&P 500® and MSCI EAFE	Point-to-Point Option (subject to a cap)	Annually at end of the one-year term	Cap is declared at contract issue and guaranteed for the five- or seven-year initial guaranteed period selected.
		Performance-Triggered Index Option	Annually at end of the one-year term	A fixed interest rate is declared at contract issue and guaranteed for the five- or seven-year initial guaranteed period selected.

No interest will be earned or credited to index-linked options on amounts withdrawn prior to the end of an index term.

Rates, renewal caps, and declared interest rates, will never be set below the minimum or above the maximum stated in the contract. Pacific Life determines, at its discretion, rates, renewal caps and, declared interest rates in excess of the minimum guaranteed in the contract.

Please note: The indexes are not available for direct investment and index performance does not include the reinvestment of dividends. Interest-Crediting Options are subject to state and broker/dealer availability. Please work with your financial professional for information about product and feature availability, and refer to the product fact sheet.

INTEREST-CREDITING OPTIONS IN ACTION

Meet Brad and Jessica

- Married, both age 60
- Retirement time horizon: Seven years
- Goal: Participate in market gains, while keeping principal protected in the event of a market downturn

Brad and Jessica are married and plan to retire in seven years. They consider themselves conservative-to-moderate investors. They are looking to protect a $100,000 portion of their overall retirement savings, but since they still have time before they retire, they'd like to have growth of their assets if the markets increase.

By purchasing Pacific Index Advisory, Brad and Jessica's $100,000 principal is guaranteed not to lose value due to negative market performance, but they also can take advantage of any positive movement in an index without actually being invested in the market.

Assumptions for the following examples:

- Brad and Jessica elect to use the S&P 500® index and the seven-year initial guaranteed period (which is also the withdrawal charge period).
- Initial purchase payment: $100,000 on December 31, 2016.
- Brad and Jessica do not take any withdrawals and do not purchase the optional beneficiary benefit. (The optional beneficiary benefit is discussed on page 11.)
- Since caps and rates are guaranteed for the entire initial guaranteed period, the assumed caps and rates remain unchanged for the entire seven years.

A seven-year period is used in these examples, which are for illustrative purposes only, to help demonstrate how the Interest-Crediting Options work in both up and down markets using actual S&P 500® index returns and hypothetical rates and caps.

To help demonstrate how the Interest-Crediting Options work, it is assumed that the entire $100,000 is allocated to the Index-Linked Option on day 1. However, as described on page 3, Brad and Jessica have the ability to allocate their $100,000 among one or a combination of Interest-Crediting Options.

Let's take a look at how the Interest-Crediting Options work.

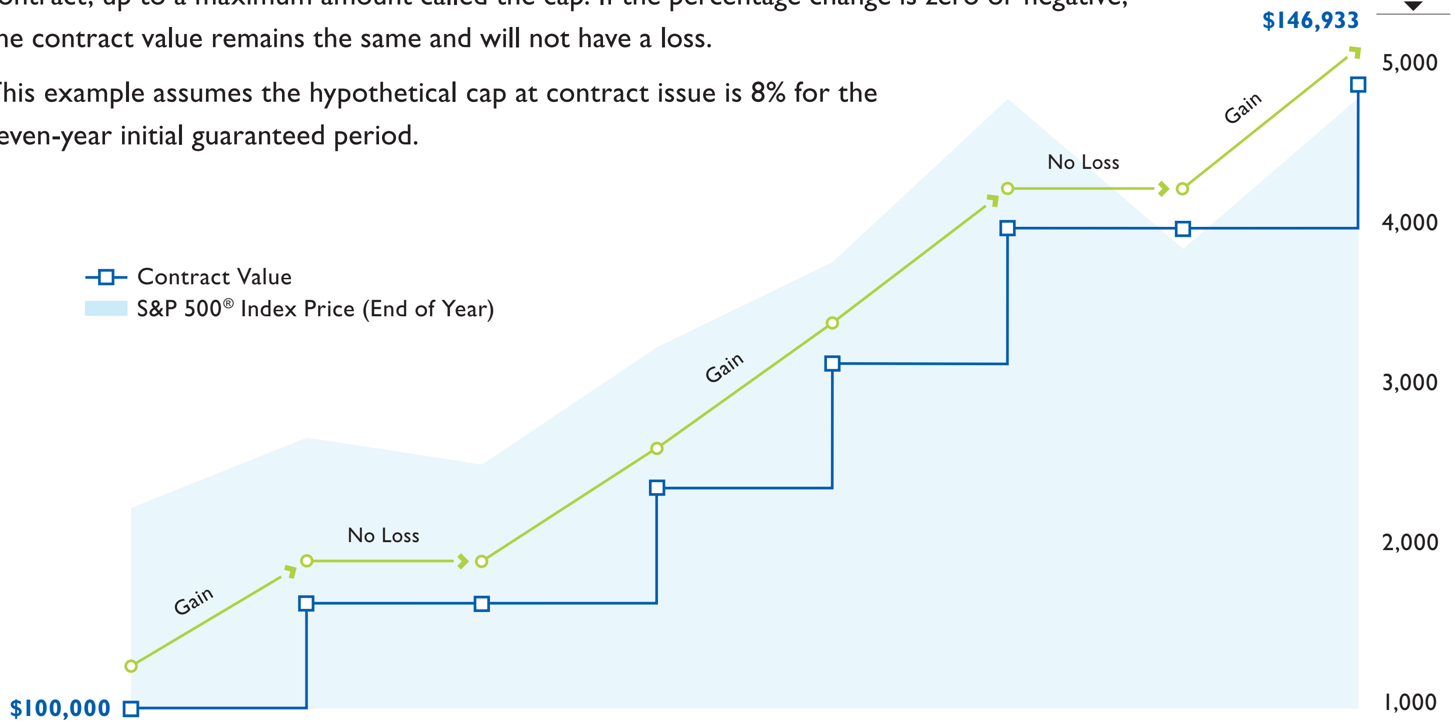
Pacific Index Advisory offers a shorter initial guaranteed period and corresponding withdrawal charge period, and these may vary by state and the broker/dealer through which the product is offered. Pacific Index Advisory was first available in 2017.

Point-to-Point Option in Action

Hypothetical Example Using the S&P 500® Index

At the end of the contract year, the price of the index is compared to its price at the beginning of the contract year. A positive percentage change equal to the index return is credited to the contract, up to a maximum amount called the cap. If the percentage change is zero or negative, the contract value remains the same and will not have a loss.

This example assumes the hypothetical cap at contract issue is 8% for the seven-year initial guaranteed period.



End of Year	2017	2018	2019	2020	2021	2022	2023
Historical S&P 500® Index Return	19.42%	–6.24%	28.88%	16.26%	26.89%	–19.44%	24.23%
% Credited to Contract Value	8.00%	0.00%	8.00%	8.00%	8.00%	0.00%	8.00%

What Happens to Brad and Jessica's Contract

Flat or Negative Index Return Contract Value Remains the Same (No Loss)	At the end of 2018, even though the index return was –6.24% for the year, Brad and Jessica's contract value remained steady at $108,000. No interest was credited, but there was no loss.
Positive Index Return—More Than the Cap Contract Is Credited with the % Cap (Gain)	At the end of 2019, the index returned 28.88% for the year, so Brad and Jessica's contract was credited with 8% interest, which is the cap.
Positive Index Return—Less Than the Cap Contract is Credited with the % Index Return	While an index return less than the cap did not occur in the timeframe of this example, if the index had returned a hypothetical 3%, Brad and Jessica would have received the 3% index return.

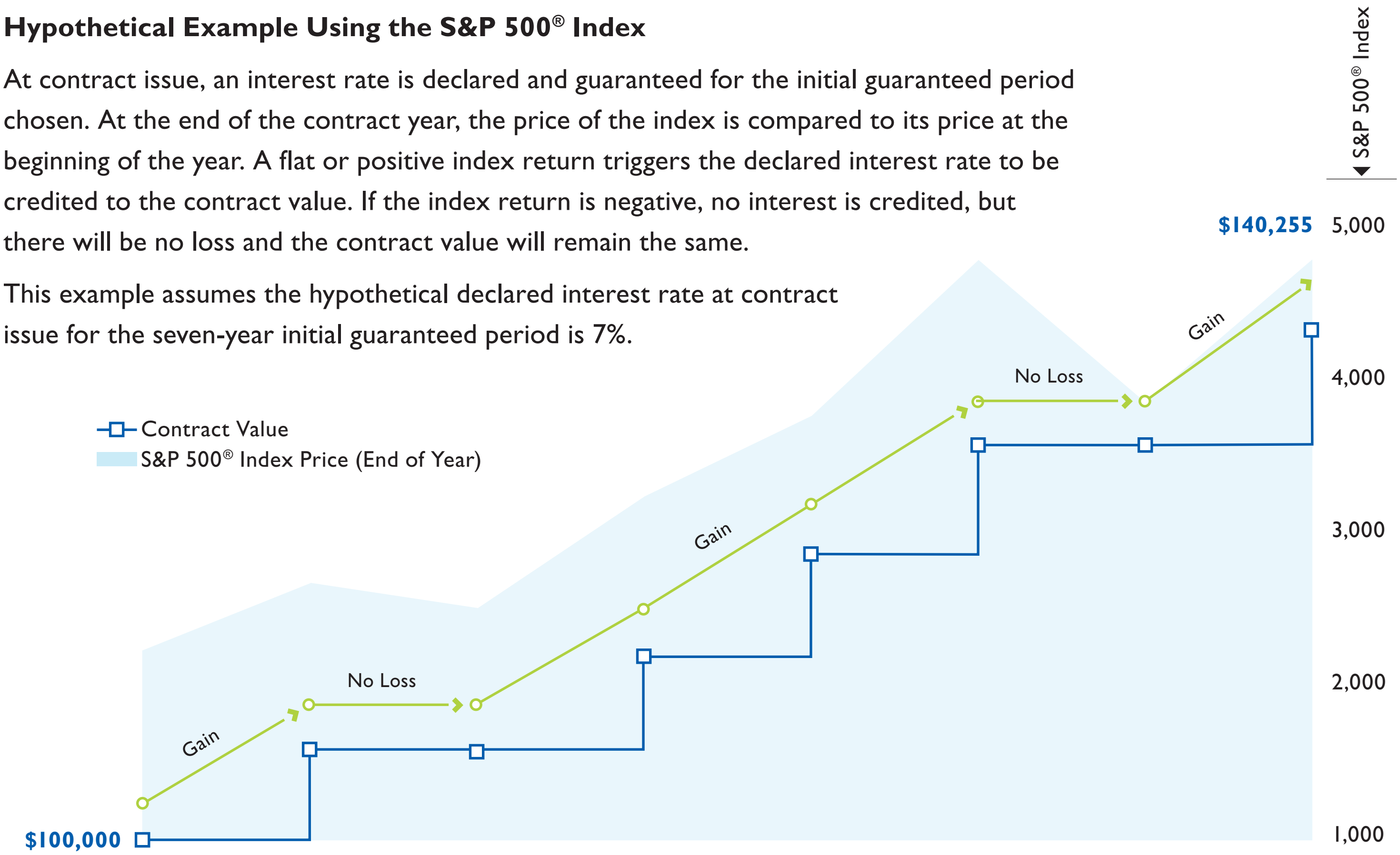
At the end of seven years, Brad and Jessica's contract value is $146,933.

Performance-Triggered Index Option in Action

Hypothetical Example Using the S&P 500® Index

At contract issue, an interest rate is declared and guaranteed for the initial guaranteed period chosen. At the end of the contract year, the price of the index is compared to its price at the beginning of the year. A flat or positive index return triggers the declared interest rate to be credited to the contract value. If the index return is negative, no interest is credited, but there will be no loss and the contract value will remain the same.

This example assumes the hypothetical declared interest rate at contract issue for the seven-year initial guaranteed period is 7%.



End of Year	2017	2018	2019	2020	2021	2022	2023
Historical S&P 500® Index Return	19.42%	–6.24%	28.88%	16.26%	26.89%	–19.44%	24.23%
% Credited to Contract Value	7.00%	0.00%	7.00%	7.00%	7.00%	0.00%	7.00%

What Happens to Brad and Jessica's Contract

Negative Index Return
Contract Value Remains the Same (No Loss)

At the end of 2018, even though the index return was –6.24% for the year, Brad and Jessica's contract value remained steady at $107,000. No interest was credited to the contract, and they had no loss.

Flat or Positive Index Return
Triggers the Declared Interest Rate To Be Credited to the Contract

At the end of 2019, the index returned 28.88% for the year, so Brad and Jessica's contract was credited with 7%, which is the declared interest rate. Even if the index return was less than the declared rate, such as a hypothetical 1% return, the declared rate of 7% would be credited to the contract.

At the end of seven years, Brad and Jessica's contract value is $140,255.

ACCESS TO YOUR MONEY

Full Withdrawals

If you make a full withdrawal of your contract value, or upon death or annuitization, you will receive the greater of your contract value or the Guaranteed Minimum Surrender Value. The Guaranteed Minimum Surrender Value is equal to 91% of your total purchase payments (minus any withdrawals) accumulated at a fixed interest rate. The interest rate is declared at contact issue and guaranteed to be no less than the minimum stated in your contract.

Partial Withdrawals

Because you can never predict the future, you still have the ability to access your money when you need it. Withdrawals may begin as soon as 30 days after contract issue and are available through:

- Systematic withdrawals: Withdraw at least $500 either monthly, quarterly, semiannually, or annually.
- Partial withdrawals. Withdraw $500 or more at any time.

Because annuities are intended for retirement, if you are younger than age 59½, an additional 10% federal income tax may apply on withdrawals. Withdrawals of taxable amounts are subject to ordinary income tax. For nonqualified contracts, a 3.8% federal tax may apply on net investment income. Withdrawal charges and a market value adjustment (MVA) also may apply.

Market Value Adjustments (MVAs)

Withdrawals and contract values annuitized before the end of the withdrawal charge period, in excess of 10% of the prior anniversary's contract value (10% of purchase payments in the first year), may be subject to an MVA (in addition to any applicable withdrawal charges; see table on the next page).

The MVA is based on a formula designed to respond to interest-rate movements. As a general rule, if interest rates have stayed the same or risen since the contract was issued, the MVA can reduce the amount withdrawn. If interest rates have fallen, the MVA can increase the amount withdrawn, up to a specified maximum. In no event will an MVA cause total amounts withdrawn to be less than the Guaranteed Minimum Surrender Value.

There is no MVA assessed on withdrawals made after the withdrawal charge period has expired. The MVA does not apply in California.

Withdrawal Charge Schedule

As described on page 3, you may select one of two withdrawal charge schedules that correspond to your initial guaranteed period. Withdrawal charges apply only during the initial guaranteed period when the amounts withdrawn are more than those discussed under the "Withdrawals without Charges" section below. Withdrawal charges will decrease over time.

	Contract Year						
	1	2	3	4	5	6	7
Five Years (Charge per Withdrawal)	7%	6%	5%	4%	3%		
Seven Years (Charge per Withdrawal)	7%	6%	5%	4%	3%	2%	1%

Withdrawals will reduce the contract value and the value of the beneficiary benefit. All withdrawal charge periods may not be available at all times, at all broker/dealers, or in all states.

Withdrawals without Charges

You may withdraw amounts up to 10% of your purchase payments in the first contract year and 10% of your contract value during the remainder of the withdrawal charge period (based on your contract value from the previous contract anniversary) without a withdrawal charge or MVA.

In addition, the withdrawal charge and the MVA will be waived for:

- Required minimum distribution (RMD) withdrawals (only if calculated by Pacific Life).
- Withdrawals after 90 days of contract issue if confined to an accredited nursing home for 30 days or more, as long as the nursing-home confinement began after the contract was issued (except in California and Massachusetts).
- Withdrawals after the first contract year if diagnosed with a terminal illness (life expectancy of 12 months or fewer). Not available in California.
- Annuity income payments. (Available after first contract year; an MVA may apply.)
- Beneficiary benefit proceeds.

CREATE THE INCOME YOU NEED

Annuity Income Payments

After the first contract anniversary, you may elect to receive annuity income payments for your life, the lifetime of you and a spouse, or for a specific time period. You may annuitize the greater of the contract value or the Guaranteed Minimum Surrender Value. Partial annuitization is not available. Annuity income payments may be received monthly, quarterly, semiannually, or annually. Amounts will differ based on the payout option and period selected. Usually, the longer the payout period, the lower the periodic payment amount. Choose from the following payout options:

If annuity income payments begin during an index term, you do not lose out on potential interest crediting for the year in which income payments begin. You may receive an adjusted amount of interest based on the change in index price from the beginning of the term to the time you start income payments.

- **Life Only**—Periodic payments for life are guaranteed.
- **Life with Period Certain**[1]—Periodic payments will be made for life and guaranteed for a minimum period of 5 to 30 years. If you die before the end of the period, your beneficiary will receive the remaining income. If you live longer than the period certain, you will continue to receive the income until you die.
- **Joint and Survivor Life**—Periodic payments are guaranteed over your lifetime (as the primary annuitant) and the lifetime of another person (as the secondary annuitant). The secondary annuitant need not be a spouse.
- **Period Certain**[1]—Periodic payments will be made over a specific period, from 10 to 30 years. Other periods may be available.
- **Single Life or Joint Life with Cash Refund**—Periodic payments are made for life. If the entire annuitized amount is not paid out prior to your death, the remaining unpaid amount will be paid to your spouse or beneficiary as a lump sum.
- **Single Life or Joint Life with Installment Refund**—Similar to Life with Cash Refund, periodic payments are made for life. If the entire annuitized amount is not paid out prior to your death, the remaining unpaid amount will be paid to your spouse or beneficiary in installments. Please note, this option is not available on qualified contracts.

Taxation

When you begin taking annuity income payments under one of the above payout options, each payment is composed of money that you've paid into the annuity plus any interest. For qualified contracts, taxes will generally be due on the entire payment. For nonqualified contracts, taxes will be due only on the interest portion. A formula unique to annuities determines the nontaxable portion of each payment until all the money you put into the contract has been taken out. Due to the formula, nonqualified income payments are tax-advantaged, which means that your tax liability is spread out over time. The actual tax impact will depend on the payout option, term, and age at which the payout option is selected [IRC Sec. 72(b)]. Contact your tax professional for more information.

[1]For qualified contracts, the maximum length of time for the Period Certain options may be less than 30 years, if necessary, to comply with RMD regulations for annuities.

HELP PROVIDE FOR YOUR SPOUSE AND HEIRS

For Your Spouse

You may wish to base your annuity contract on the lives of both you and your spouse. This way, no matter who dies first, income payments will continue for the life of the surviving spouse. With the Joint and Survivor Life annuitization option, periodic payments are made during the lifetime of the primary annuitant. After the primary annuitant dies, periodic payments will be made for the remainder of the surviving spouse's life.

For Your Heirs

The standard death benefit can help protect an amount for your beneficiaries and may avoid the cost and delays of probate. If death occurs before you begin taking income payments, the standard death benefit, which is equal to the greater of the contract value or the Guaranteed Minimum Surrender Value, will pass directly to your designated beneficiaries. Additionally, if you die during an index term, your heirs do not lose out on potential interest crediting. They may receive an adjusted amount of interest based on the change in index price from the beginning of the term to the day Pacific Life receives, in satisfactory form, proof of death and instructions regarding payment.

The beneficiary benefit is not considered life insurance and taxable amounts are considered ordinary taxable income to your beneficiaries when paid.

Optional Interest Enhanced Death Benefit

Enhance Your Financial Legacy

If you would like the opportunity to enhance the financial legacy you leave loved ones when you pass away, you may purchase an optional enhanced beneficiary benefit for an additional cost. The optional beneficiary benefit is not available in California.

Talk to your financial professional about the optional beneficiary benefit offered with Pacific Index Advisory. The optional beneficiary benefit may be subject to broker/dealer availability and variations.

Key Parties in an Annuity Contract

Owner

The owner makes the decisions about the annuity, such as how much money to put into the contract. The owner also names the annuitants and the beneficiaries.

Annuitant

The owner and the annuitant may or may not be the same person. Either way, it's the annuitant's life expectancy that is used to set the dollar amount of future annuity income.

Beneficiary

If the owner or annuitant dies before annuity payments begin, generally, the beneficiary is the one who may have the right to receive the beneficiary benefit.

There may be one or more owners, annuitants, and beneficiaries.

WHY PACIFIC LIFE

Pacific Life has more than 150 years of experience, and we remain committed to providing quality products, service, and stability to meet your needs today and throughout your lifetime.

It's essential for you to choose a strong and stable company that can help you achieve your future income needs. Since 1868, individuals and their families have relied on the strength of Pacific Life to help protect their financial security.

- Pacific Life Insurance Company is organized under a mutual holding company structure and operates for the benefit of its policyholders and contract owners.
- We have achieved ongoing recognition[1] for high-quality service standards.
- We offer products that address market environments during all stages of your life.
- Pacific Life has been named one of the 2024 World's Most Ethical Companies®[2] by the Ethisphere Institute, a global leader in defining and advancing the standards of ethical business practices.
- We maintain strong financial-strength ratings from major independent rating agencies.

Ratings may change. For more information and current financial-strength ratings, please visit PacificLife.com.

[1]Recipient of multiple DALBAR Service Awards since 1997. Refer to www.DALBAR.com for more information regarding awards, certifications, and rankings.

[2]Based on the Ethisphere Institute's Ethics Quotient®. "World's Most Ethical Companies" and "Ethisphere" names and marks are registered trademarks of Ethisphere LLC.

While ratings can be objective indicators of an insurance company's financial strength and can provide a relative measure to help select among insurance companies, they are not guarantees of the future financial strength and/or claims-paying ability of a company. The independent third party from which this annuity is purchased, including the broker/dealer, the insurance agency from which this annuity is purchased, and any affiliates of those entities, make no representations regarding the quality of the analysis conducted by the rating agencies. The rating agencies are not affiliated with the above-mentioned entities nor were they involved in any rating agency's analysis of the insurance companies.

AWARD-WINNING CUSTOMER SERVICE

Pacific Life provides support to help you achieve your retirement goals.

Personal Customer Service

(800) 722-4448

Call our toll-free number to access account information via our automated line or to speak directly with an annuity specialist.

Website

PacificLife.com

Go online and under the heading "Login," select "Annuities." To view your account information, select "Client Annuities."

Discuss with your financial professional if Pacific Index Advisory is appropriate for you as part of your overall retirement strategy, or visit PacificLife.com.

Contract Form Series: ICC17:30-1700
Rider Series: ICC17:20-1704, ICC15:20-1500, ICC17:20-1707, 20-1500
Endorsement Series: ICC16:15-1403
State variations to contract form series, rider series, and endorsements may apply.

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PACIFIC LIFE

THE OFFICIAL SPONSOR OF RETIREMENT®