



PRINCIPAL PROTECTION AND GROWTH POTENTIAL

Using a Performance-Triggered Index Option



GROWTH POTENTIAL WITHOUT DOWNSIDE RISK

As you develop your retirement strategy, it's important to determine how you will protect and grow your assets. A fixed indexed annuity:

- Guarantees you'll never lose money due to market performance because your money is not directly invested in the market.
- Offers several ways to earn interest through options that are linked to an index such as the S&P 500® index.

Performance-Triggered Index Option

With the Performance-Triggered Index Option, Pacific Life will declare an interest rate at contract issue. The declared interest rate is guaranteed for the length of the initial index term. A flat or positive index return triggers the declared interest rate to be credited at the end of each contract year. If the index return is negative, no interest is credited; the contract value remains the same, and there is no loss.

How Does It Work?

Let's look at an example that compares how a fixed indexed annuity contract value and a hypothetical investment in the market might grow. The performance of the hypothetical investment and the interest earned on the fixed indexed annuity contract are based on the hypothetical price return of the S&P 500® index.

A fixed indexed annuity may be right for you, as part of your overall retirement strategy, if you are looking for:

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



Meet Lucy

Lucy is 58, plans to retire in seven years, and considers herself a conservative-to-moderate investor.

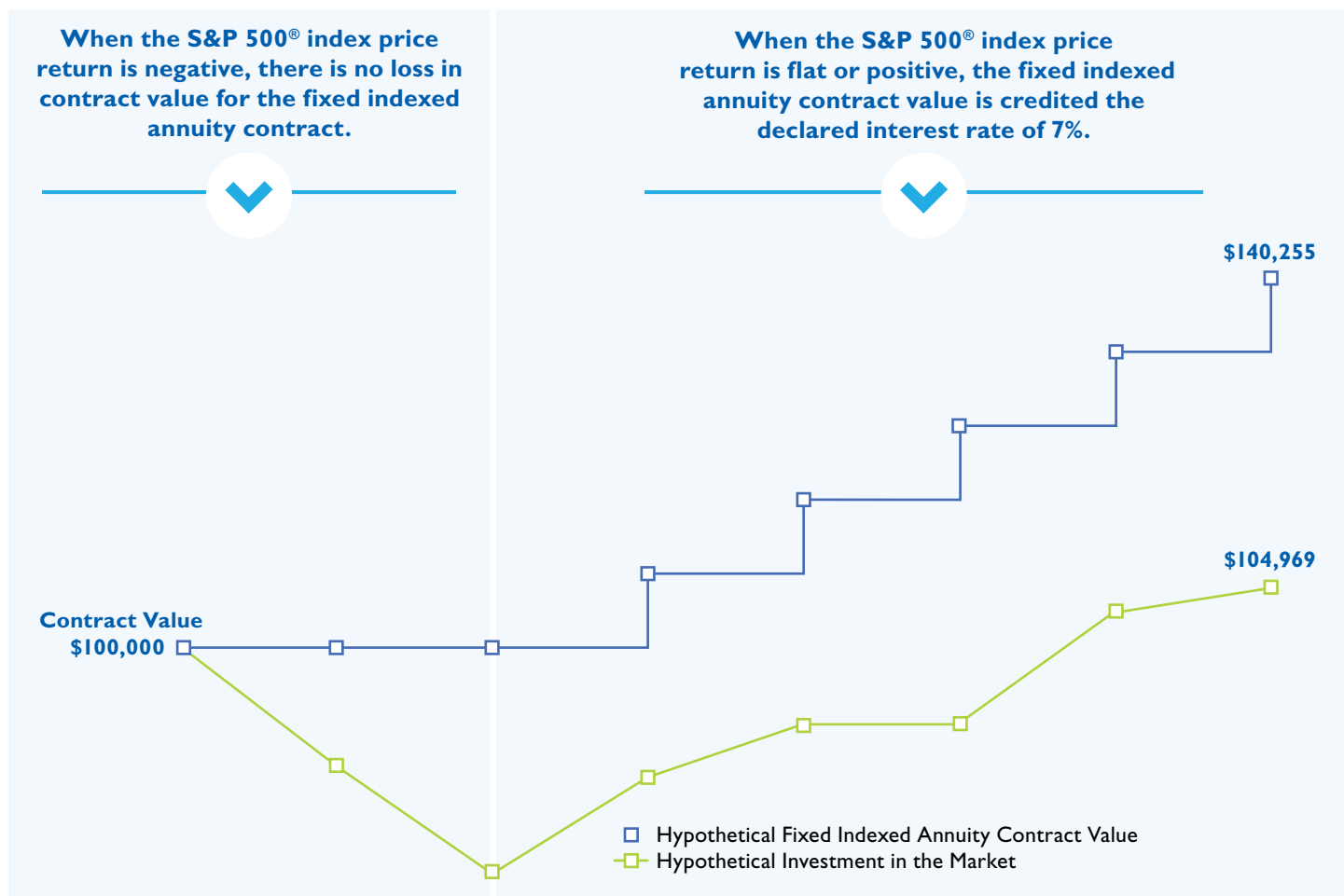
Her Goals

- Protect \$100,000, a portion of her retirement savings.
- Make sure her money grows if there's an increase in the market.
- Lock in any interest earnings.

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

Assumptions for the Hypothetical Example

- Lucy allocates 100% of her \$100,000 purchase payment to the Performance-Triggered Index Option based on the S&P 500® index. This hypothetical example assumes the declared interest rate is 7% throughout the entire seven-year period.
- She makes no changes to the contract or the index selected, and takes no withdrawals for seven years.



End of Year	1	2	3	4	5	6	7
S&P 500® Index Hypothetical Price Return	-10%	-10%	10%	5%	0%	10%	2%
Account Value of Hypothetical Investment in the Market	\$90,000	\$81,000	\$89,100	\$93,555	\$93,555	\$102,911	\$104,969
Interest Credited to the Fixed Indexed Annuity Contract	0%	0%	7%	7%	7%	7%	7%
Hypothetical Fixed Indexed Annuity Contract Value	\$100,000	\$100,000	\$107,000	\$114,490	\$122,504	\$131,080	\$140,255

Because Lucy's fixed indexed annuity contract never experienced loss when the index was negative, you can see how the fixed indexed annuity performed compared to an investment in the market.

All values shown are for illustrative purposes only and are hypothetical. Contract values shown assume no withdrawals are made and no optional benefits are purchased. A seven-year period is used to help demonstrate how the Performance-Triggered Index Option works in both up and down markets. The index is not available for direct investment and does not include the reinvestment of dividends. For current rates, speak with your financial professional.

Talk to your financial professional to see if a fixed indexed annuity using the Performance-Triggered Index Option may be right for you, or visit PacificLife.com.

This marketing piece is not a complete description of the Pacific Life fixed indexed annuity product. Please refer to the applicable client guide for a more information.

Pacific Life, its affiliates, their distributors, and respective representatives do not provide tax, accounting, or legal advice. Any taxpayer should seek advice based on the taxpayer's particular circumstances from an independent tax advisor or attorney.

Pacific Life is a product provider. It is not a fiduciary and therefore does not give advice or make recommendations regarding insurance or investment products.

Annuity withdrawals and other distributions of taxable amounts, including death benefit payouts, will be subject to ordinary income tax. For nonqualified contracts, an additional 3.8% federal tax may apply on net investment. If withdrawals and other distributions are taken prior to age 59½, an additional 10% federal income tax may apply. A withdrawal charge and a market value adjustment (MVA) also may apply. Withdrawals may reduce the value of the death benefit and any optional benefits.

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 death benefit options.

Fixed indexed annuities are not securities and do not participate directly in the stock market or any index, so it is not an investment. The index used is a price index that tracks performance.

No guaranteed rate will be less than the minimum guaranteed rate stated in the contract. Pacific Life determines, at its discretion, interest rates in excess of the stated minimum guarantee in the contract.

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Insurance product and rider guarantees, including optional benefits and any fixed crediting rates or annuity payout rates, are backed by the financial strength and claims-paying ability of the issuing insurance company. They are not backed by the independent third party from which this annuity is purchased, including the broker/dealer, by the insurance agency from which this annuity is purchased, or any affiliates of those entities, and none makes any representations or guarantees regarding the claims-paying ability of the issuing insurance company.

Pacific Life Insurance Company is licensed to issue insurance products in all states except New York. Product/material availability and features may vary by state.

The home office for Pacific Life Insurance Company is located in Omaha, Nebraska.

Contract Forms Series: ICC15:30-1401, 30-1401, 30-1401ID, 30-1401MA, 30-1401OR, ICC16:30-1503, 30-1503ID, 30-1503MA, 30-1503OR, ICC17:30-1700, ICC17:30-1800

Rider Series: ICC17:20-1707

State variations to contract form series and rider series may apply.

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