

# THE PACIFIC LIFE EXPERIENCE

Life Insurance for Your Family, Business, and Estate



**PACIFIC LIFE**

Pacific Life Insurance Company

To understand how a life insurance company will treat you over the many years of your life insurance policy, look at the company's track record and ask "How does this company go above and beyond to serve the best interests of the policyowners?"



## 2022 DALBAR Customer Service Award Winner

Awarded DALBAR Insurance Service Award for exemplary customer service for the 6th consecutive year, solidifying our commitment to providing outstanding customer service experiences.<sup>1</sup>

## 2023 World's Most Ethical Companies®

Ethisphere Institute named Pacific Life one of 2023 World's Most Ethical Companies for the 6th consecutive year based on its compliance and ethics program, corporate citizenship, culture of ethics, corporate governance, and leadership, innovation, and reputation.<sup>2</sup>



- 1 February 2023 Dalbar Customer Service Award Winner for Superior Standard of Care to policyowners: <https://dalbar.com/Awards/Winners/75>. Dalbar is not an affiliated company of Pacific Life.
- 2 Ethisphere Institute named Pacific Life one of 2023 World's Most Ethical Companies, March 13, 2023. <https://worldsmoethicalcompanies.com/honorees/>. Ethisphere is not an affiliated company of Pacific Life.

---

## PROMISES

A life insurance policy represents a commitment to the future. The company you choose matters.

---

In these uncertain economic times, stability is as important as ever. “We understand how critical it is to provide long-term promises policyowners can depend on,” said Darryl Button, president and CEO, Pacific Life. “We have the financial strength and wherewithal from a risk perspective to make sure we can back up our commitments.”

“For more than 150 years, Pacific Life has remained steadfast in delivering on its promise to be there for our policyholders when they need us most. As a mutual holding company, we have the benefit of long-horizon thinking, which aligns with our products and services, and allows us to invest in and focus on the needs of the future. We are focused on markets and areas that present growth opportunities across our businesses while continuing an unwavering prioritization of the needs of our customers,” explains Button.



When you buy a life insurance policy from Pacific Life, you are buying a promise that we will be there 10, 20, or even 50 years down the road when you may need your policy’s financial protection. The policy represents the trust you put in the company to help you protect your family, your business, or your legacy. How a business treats its clients can give you insight to a company’s core values.

At Pacific Life, doing the right thing for policyowners is part of our culture. We do not have to react to the needs of stockholders, so we can keep our eye on the long-term well-being of the company and our policyowners.

### A Mutual Holding Company

Pacific Life’s organization is relatively unique as we are part of a mutual holding company structure:

- Policy and contract owners are members of the company.
- We are not a publicly traded company; therefore, we are not driven by stock performance when making decisions.

As a result, we can make decisions that benefit our customers and the long-term strength of the company. Our structure allows us to develop innovative products that evolve with our clients’ needs. Our support goes beyond just product innovation; we select businesses and markets that we understand well, can excel in, and that provide value to our customers.



---

## STRENGTH

“We look forward to continuing our strong legacy and take great pride in having the opportunity to serve our policyholders.”

– Darryl Button, President and CEO of Pacific Life

---

With \$1.3 trillion<sup>3</sup> of individual life insurance in force at the end of 2022, Pacific Life continues to strengthen its competitive position among life insurers in the United States. Pacific Life is an industry leader in cash value life insurance, in addition to growing in term life insurance as well.<sup>4</sup>

Pacific Life follows a principled investment process and employs risk management guidelines that require a diversified investment portfolio. This approach limits our exposure to any single industry, issuer, or asset type and ensures that we are prepared to fulfill our commitments to our clients. We have consistently approached investing by seeking solid investment returns without compromising either asset quality or our high standards for safety and risk management.

---

## Financials and Ratings

The following identifies the consolidated financial strength for Pacific Life Insurance Company and Pacific Life & Annuity Company.

### 266 FORTUNE 500<sup>®</sup> Company<sup>3</sup>

**Financial Strength** – *Pacific Mutual Holding Company as of 12/31/2022*

Individual Life Insurance In Force	\$1.3 trillion <sup>3</sup>
Company Assets	\$199 billion <sup>3</sup>
Policyholder & Other Liabilities	\$193 billion <sup>3</sup>

**Independent Ratings for Financial Strength**  
*as of June 2023<sup>3</sup>*

A.M. Best	A+ Superior	2nd of 16 ratings
Fitch	AA- Very Strong	4th of 21 ratings
Moody's	Aa3 Excellent	4th of 21 ratings
S&P Global	AA- Very Strong	4th of 21 ratings

### COMDEX Score of 95<sup>5</sup>

The COMDEX is a composite score of the four independent raters of financial strength (A.M. Best, Fitch, Moody's, and Standard & Poor's). The COMDEX rates life insurance companies on a scale of 0 to 100, with 100 being the highest rating. As of December 2022.

*For current ratings, visit [www.PacificLife.com](http://www.PacificLife.com). COMDEX is not an affiliated company of Pacific Life Insurance Company.*

<sup>3</sup> Pacific Life's 2022 Annual Report and/or [www.pacificlife.com](http://www.pacificlife.com).

<sup>4</sup> LIMRA Confidential Sales Report, Q4 2022.

<sup>5</sup> VitalSales Suite, December 2022.

<sup>6</sup> Pacific Life's 2022 Corporate Responsibility Report.

---

## PEOPLE

For more than 150 years, Pacific Life has been committed to empowering success in the communities where our employees work and live.

---

At Pacific Life, each of us is committed to our policyowners and clients. It is the people who stand behind the whale who set Pacific Life apart. Beyond our business commitments, we strive to improve our communities and environment through philanthropy and volunteerism.

Pacific Life has invested \$12.9 billion<sup>3</sup> in assets related to socially responsible efforts in underserved and low-income communities, as well as environmentally green efforts.

### The Pacific Life Foundation and Employee Volunteerism

Pacific Life is committed to creating a meaningful future for our stakeholders. This extends beyond the current generation, which is why our corporate social responsibility initiatives create lasting, positive impact for our people, our communities, our customers, and our environment.

- \$142 million donated over nearly four decades<sup>3</sup>
- \$8.2 million in company and foundation charitable contributions in 2022<sup>3</sup>
- \$2.5M pledged over 5 years to support ocean health and marine mammal life through partnerships with the Nature Conservancy, Ocean Conservancy, Oceana, and World Wildlife Fund, other local and regional charities, with \$500,000 donated in 2022<sup>3</sup>
- 9,200+ hours contributed by Pacific Life volunteers in 2022<sup>6</sup>



***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.***

## The Power of Pacific

Pacific Life provides a variety of products and services designed to help individuals and businesses in the retail, institutional, workplace benefits, and reinsurance markets achieve financial security. Whether your goal is to protect loved ones or grow your assets for retirement, Pacific Life offers innovative life insurance and annuity solutions, as well as mutual funds, that provide value and financial security for current and future generations. Supporting our policyholders for more than 150 years, Pacific Life is a Fortune 500 company headquartered in Newport Beach, California. For additional company information, including current financial strength ratings, visit [www.PacificLife.com](http://www.PacificLife.com).



## PACIFIC LIFE

Pacific Life Insurance Company  
Newport Beach, CA  
(800) 800-7681  
[www.PacificLife.com](http://www.PacificLife.com)

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.

Insurance products and their guarantees, including optional benefits and any crediting rates, are backed by the financial strength and claims-paying ability of the issuing insurance company. Look to the strength of the life insurance company with regard to such guarantees as these guarantees are not backed by the broker-dealer, insurance agency, or their affiliates from which products are purchased. Neither these entities nor their representatives make any representation or assurance regarding the claims-paying ability of the life insurance company.

The primary purpose of life insurance is to provide death benefit protection in the event of the insured's death.

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.

Life insurance is subject to underwriting and approval of the application and will incur monthly policy charges.

Investment and Insurance Products: Not a Deposit	Not Insured by any Federal Government Agency	
Not FDIC Insured	No Bank Guarantee	May Lose Value