

PACIFIC PRIMESM TERM

Life Insurance Available in 10-, 15-, 20-,
and 30-Year Level Premium Periods

Product Guide for Life Insurance Producers



PACIFIC LIFE



HIGHLIGHTS

pg. **2** \$250,000 for \$10 a Month
Sample of Pacific PRIME
Term's Seriously Competitive
Premiums

pg. **3** Apply in Minutes,
Protection for Years
Pacific PRIME Term's
Simplified Application Process

pg. **7** Continue, Reinstate,
or Reapply
What to Do at the End of
a Level Premium Period

pg. **8** Upgrade for Cash Value
Convenience
Pacific PRIME Term's
Conversion Provision

pg. **10** Optional Benefits for
Disability or Terminal Illness



PACIFIC PRIMESM TERM¹

AFFORDABLE COVERAGE FROM A PREMIER CARRIER

Pacific PRIME Term life insurance was developed for a new generation of clients who want a faster, easier way to protect their families and businesses. Simpler in design and competitively priced, Pacific PRIME Term offers a streamlined application and underwriting process for faster turnaround times.

Welcome to a new generation of term insurance from Pacific Life.

PACIFIC PRIME TERM:

- Choice of 10-, 15-, 20-, or 30-year level premium periods.
- Annually renewable coverage up to age 95.
- Streamlined application and underwriting process.
- Conversion provision with a credit of up to one year of annualized term insurance premiums applied to cash value life insurance policy.
- Riders² for disability and terminal illness.

¹ Pacific PRIME is a registered mark of Pacific Life, all rights reserved.

² Riders will likely incur additional charges and are subject to availability, restrictions, and limitations. Clients should be shown policy illustrations with and without riders to help show the rider's impact on the policy's values.

Your clients can get up to
\$250,000 coverage for \$10/month.

We're more competitively priced than ever before.
Check out our sample premiums for Pacific PRIME Term-10.

SAMPLE MONTHLY PREMIUMS—10-YEAR GUARANTEED LEVEL PREMIUM PERIOD³

Age	Women			Men		
	\$250,000	\$500,000	\$1 million	\$250,000	\$500,000	\$1 million
30	\$10.00	\$14.59	\$19.59	\$10.84	\$16.25	\$26.25
35	\$10.00	\$14.59	\$22.09	\$10.84	\$16.25	\$27.09
40	\$12.09	\$18.75	\$29.59	\$12.92	\$20.42	\$32.92
45	\$16.88	\$28.34	\$48.75	\$18.96	\$32.50	\$54.58
50	\$23.34	\$41.25	\$71.25	\$27.71	\$50.00	\$89.58

To see more premiums, run a quote for yourself or contact your Pacific Life representative.

³ Rates based on Super Preferred Non-Tobacco risk class and the fully underwritten 10-Year Level Premium Period product.

UNDERWRITING, ONLY BETTER—PACIFIC PRIME TERM'S SIMPLIFIED OPTIONS

Depending on your client's age and requested coverage amount, Pacific PRIME Term offers two types of underwriting programs for faster underwriting decisions than ever before.

SIMPLIFIED UNDERWRITING Policy Form #P12TRS or ICC12 P12TRS ⁴	FULL UNDERWRITING Policy Form #P12TRF or ICC12 P12TRF ⁴
Qualification: <ul style="list-style-type: none"> • \$100,000–\$249,999 coverage, ages 18–60 	Qualification: <ul style="list-style-type: none"> • \$250,000+ coverage (\$100,000+ coverage, ages 61–70)
Issue Age by Level Premium Period: <ul style="list-style-type: none"> • 10-Year (ages 18–60) • 15-Year (ages 18–60) • 20-Year (ages 18–60) • 30-Year (ages 18–50) 	Issue Age by Level Premium Period: <ul style="list-style-type: none"> • 10-Year (ages 18–70) • 15-Year (ages 18–70) • 20-Year (ages 18–65) • 30-Year (ages 18–50)
Requirements: <ul style="list-style-type: none"> • Paper or electronic Ticket • Motor Vehicle Report (MVR), Medical Information Bureau (MIB) Report, and prescription (Rx) database report ordered • Phone interview with client Client Experience: <ul style="list-style-type: none"> • Ticket • Phone interview 	Requirements: <ul style="list-style-type: none"> • Paper or electronic Ticket • MVR, MIB, & Rx Reports • Phone interview with client • Required: Blood Profile, Home Office Specimen (HOS) (urinalysis), and Paramedical Exam (height, weight, blood pressure and pulse) • May Be Required: Resting Electrocardiogram (EKG),⁵ Attending Physician Statement (APS), Inspection Report, and third-party financial reports Client Experience: <ul style="list-style-type: none"> • Ticket + phone interview • Minimum of Blood Profile, urinalysis (HOS), and Paramedical Exam⁶
Available Risk Classes: <ul style="list-style-type: none"> • Preferred Non-Tobacco • Standard Non-Tobacco • Preferred Tobacco • Standard Tobacco 	Available Risk Classes: <ul style="list-style-type: none"> • Super Preferred Non-Tobacco • Preferred Plus Non-Tobacco • Preferred Non-Tobacco • Standard Non-Tobacco • Preferred Tobacco • Standard Tobacco
May Convert to: Any eligible Pacific PRIME cash value life insurance product available at time of conversion.	May Convert to: Any eligible Pacific Life Insurance Company cash value life insurance product available at time of conversion. <i>See Conversion Benefit section for details.</i>

⁴ Policy form number based on state in which policy is issued. Form numbers will vary based on the age of the insured and the face amount chosen at time of application. Form numbers also correspond to the underwriting method associated with the application.

⁵ Treadmill EKGs are required for tobacco users ages 56–69 for coverage amounts over \$5 million.

⁶ More medical and financial info may be required based on the outcome of the above items.

RISK CLASSES AT-A-GLANCE

The following risk classes are available in Male, Female, and Unisex (for Montana). There are no Juvenile or Guaranteed Issue risk classes available with this product.

- **Super Preferred Non-Tobacco (available with fully underwritten policies only)**—An applicant who has not used tobacco in any form in the last 60 months and meets the additional requirements determined by Pacific Life Underwriting.
- **Preferred Plus Non-Tobacco (available with fully underwritten policies only)**—An applicant who has not used tobacco in any form in the last 36 months and meets the additional requirements determined by Pacific Life Underwriting.
- **Preferred Non-Tobacco**—An applicant who has not used tobacco in any form for 36 months prior for issue ages 60+, and for 24 months through issue age 59, and who meets the additional requirements determined by Pacific Life Underwriting.
- **Standard Non-Tobacco**—An applicant who has not used any form of tobacco in the last 12 months and has no other ratable health impairments.
- **Preferred Tobacco**—An applicant who uses tobacco but meets the additional requirements determined by Pacific Life Underwriting.
- **Standard Tobacco**—An applicant who uses tobacco but has no other ratable health impairments.

TOBACCO—An applicant who has used any form of tobacco in the last 12 months, including cigars, pipes, and chewing tobacco.



SUBSTANDARD TABLE RATINGS AND FLAT EXTRA RATES

Major health impairments and risky lifestyle activities need not rule out your clients. Non-medical flat extras for aviation, avocation, and occupation are available on any risk class. Table ratings (up to Table H), medical flat extras, and non-medical flat extras for driving history or foreign travel are available with Standard Non-Tobacco and Standard Tobacco classes.

- The combined cost of substandard table rating and flat extra cannot exceed the equivalent of Table H.
- Insureds with substandard table ratings or flat extras are not eligible for the Waiver of Premium Rider (Form #R12TPF, #ICC12 R12TPF, #R12TPS, or #ICC12 R12TPS—form number based on underwriting type and state in which policy is issued).
- Table ratings and flat extras will apply through the level premium period or until the insured's attained age 70, whichever is longer.

RISK CLASS CHANGES

Risk class changes are allowed on each policy anniversary after policy year 2 up to the insured's age 70. Risk class changes are subject to the necessary evidence of insurability and risk class approval.

STREAMLINED APPLICATION PROCESS

1 RUN QUOTE AND APPLY ONLINE

Run a Pacific PRIME Term Quote online. Complete a simple Life Insurance Ticket.

2 CLIENT INTERVIEW CONDUCTED AND TESTS SCHEDULED

Within days of successful application, a Pacific Life representative will contact the client for a brief phone interview and to schedule any tests (required of fully underwritten applications).

3 UNDERWRITING DECISION MADE

As part of the application, Medical Information Bureau, driving record, and prescription reports will be ordered on every applicant. The results of any other tests will also be reviewed and an underwriting decision will be made.

4 COLLECT PREMIUM AND SIGNATURES AND DELIVER POLICY

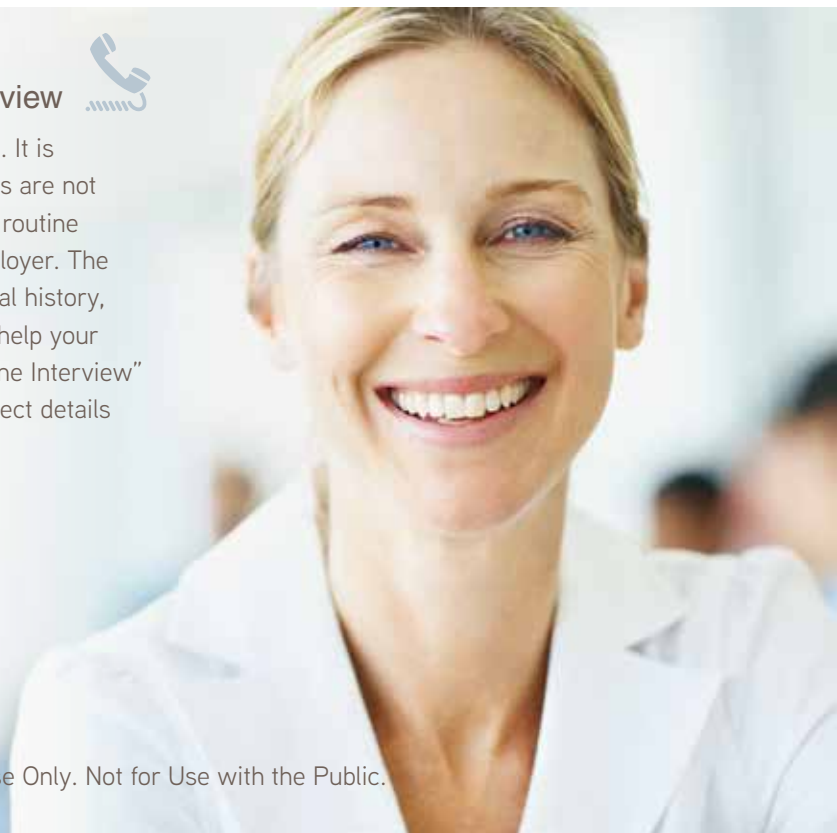
If application is approved, meet with client to review and sign a prefilled contract and deliver the policy.

Apply in Minutes, Get Protection for Years

Help Prepare Your Clients for the Phone Interview



The interview takes approximately 45 minutes to complete. It is conducted in English. Foreign language translation services are not available. During the interview, the applicant will be asked routine questions, such as the applicant's name, address, and employer. The applicant will also be asked several questions about medical history, financial details, hobbies, aviation, and travel activities. To help your clients prepare, give them the "Preparing for Your Telephone Interview" worksheet (Marketing Order #15-41251) to help them collect details about their medical history beforehand.



DEATH BENEFIT

The policy's death benefit (Face Amount) is generally paid to beneficiaries income tax-free.⁷ The death benefit amount will remain level for the life of the policy unless the policyowner requests a decrease (see below). If premium is paid for coverage extending beyond the date of death, a prorated amount of the unused premium is paid in addition to the death benefit. A portion of the death benefit may be paid during the insured's lifetime upon qualifying condition under the Terminal Illness Rider. For more information, please see *Riders* on page 10.

Optional Decreases

The policy's death benefit amount cannot be increased after the policy is issued. Another policy should be purchased if additional term coverage is needed. However, the death benefit may be decreased by up to 50% of the current amount. At least \$100,000 in coverage must remain. Decreases are permitted in and after the sixth policy year. A decrease may only occur within the first five policy years if it is done as part of a Partial Conversion request. See page 9 for details. Only one decrease is allowed per policy.

PREMIUM BANDS

For Fully Underwritten policies only, the premium rates are reduced at certain death benefit amounts, referred to as Bands.

Premium Band	Band 1	Band 2	Band 3
Death Benefit Amount	\$100,000–\$249,999 (available to ages 61–70 only)	\$250,000–\$999,999	\$1 million+

Banding breaks may create situations in which premiums may be lower for a higher death benefit than what is illustrated. For example, a policy with a \$1 million death benefit could cost less than a policy with a death benefit just under \$1 million. The quote software will alert you if this happens and suggest adjusting the death benefit amount upward to the next band.

Premium Banding—Higher Coverage at Discounted Premiums

⁷ For federal income tax purposes, life insurance death benefits generally pay income tax-free to beneficiaries pursuant to IRC Section 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 Section 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 Section 101(j).

PREDICTABLE PREMIUMS

The policy's premiums are guaranteed for the life of the policy (up to insured's age 95). These premiums will remain level during the level premium period, increase substantially the year after the level premium period expires, and increase every year thereafter up to age 95. The coverage will remain in force up to age 95 as long as premiums are being paid.

10-, 15-, 20-, or 30-Year Guaranteed Level Premium Periods:

- Pacific PRIME Term-10
- Pacific PRIME Term-15
- Pacific PRIME Term-20
- Pacific PRIME Term-30

Payment Modes

Policyowners may choose to pay their premiums annually, semi-annually, quarterly, or monthly. The most cost effective way to pay premium is annually or monthly. Monthly payments may only occur through electronic funds transfer (EFT).

Annual Policy Fee

The annual policy fee varies by premium payment mode used: \$65 for annual, \$33.80 for semiannual (\$67.60/year), \$17.55 for quarterly (\$70.20/year), and \$5.42 for monthly (\$65.04/year).

WHAT TO DO AT THE END OF A LEVEL PREMIUM PERIOD

CONTINUATION PROVISIONS

Once clients reach the end of their policy's level premium period, they may:

- 1) **Continue**—Pay substantially higher premiums to continue coverage up to age 95.
- 2) **Reapply**—Apply for a new policy with a new level premium period. The new premium rates will be based on the insured's age and health at that time, which will likely result in higher premiums than the former policy's.
- 3) **Reinstate/Terminate**—Stop paying premium and the policy will terminate after the 31-day grace period expires. A terminated policy may be reinstated up to three years from the date of premium default. To reinstate the policy, Pacific Life must receive satisfactory evidence of insurability for the insured and payment of all past due premiums with interest on each premium from its due date at a rate of 6% compounded annually.

Is “Cheaper Now” Really the Better Deal?

If coverage is needed for longer than expected, a policy with a longer level premium period can offer significant savings. For example, by continuing premium payments after the level premium period expires, a client could pay up to 12 times more than committing to a longer-term period from the beginning. By reapplying at the end of a level premium period, a client may pay twice as much as committing to a longer level premium period from the beginning.

Save 12 Times the Premium vs. Continuing

	10-Year Term	15-Year Term	20-Year Term	30-Year Term	Difference between highest and lowest
Cost over 10 years	\$1,301	\$1,375	\$1,726	\$2,626	2 Times
Cost over 15 years	\$11,893	\$2,063	\$2,588	\$3,938	6 Times
Cost over 20 years	\$27,293	\$17,462	\$3,451	\$5,251	8 Times
Cost over 30 years	\$95,763	\$85,933	\$71,921	\$7,877	12 Times

Save 2 Times the Premium vs. Reapplying

	10-Year Term	15-Year Term	20-Year Term	30-Year Term	Difference between highest and lowest
Cost over 10 years	\$1,301	\$1,375	\$1,726	\$2,626	2 Times
Cost over 15 years	\$2,438	\$2,063	\$2,588	\$3,938	2 Times
Cost over 20 years	\$3,576	\$4,338	\$3,451	\$5,251	1.5 Times
Cost over 30 years	\$8,902	\$8,888	\$11,801	\$7,877	1.5 Times

Hypothetical examples based on \$250,000 death benefit for male insured, age 35, Super Preferred Non-Tobacco risk class, with monthly electronic funds transfer premium.

What will your client's health be in 10, 15, 20, or even 30 years from now? Help clients consider their options to help them save time and money.

CONVERSION PROVISION

If your clients wish to convert a Pacific PRIME Term policy to a cash value life insurance policy in the future, they can do so without providing evidence of insurability as long as certain requirements are met.

Term Life Insurance

- Affordable way to get maximum coverage.
- Easy to understand.
- Premium increases after level premium period expires.

Cash Value Life Insurance

Up to a lifetime of death benefit protection with:

- Cash value growth potential at fixed or market-based interest rates.
- Potential tax-free⁸ supplemental income via policy loans/withdrawals.
- Balance sheet reporting (cash value counts as asset).
- Premiums are generally higher than Term.

Conversion Period

Conversion is available within a minimum of the first five policy years for all level premium periods. For the 15-, 20-, and 30-year level premium periods, policyowners may convert from day one through the first 10 policy years, depending on the insured's age at policy issue as shown below. For the 10-year level premium period, policyowners may convert from day one through the first five policy years.

Pacific PRIME Term-15, 20, and 30		Pacific PRIME Term-10	
Insured's Age at Issue	Available Conversion Period (from Policy Date)	Insured's Age at Issue	Available Conversion Period (from Policy Date)
18-55	10 years	18-70	5 years
56	9 years		
57	8 years		
58	7 years		
59	6 years		
60-70	5 years		

Pacific Life determines product availability for conversion. Please note that simplified underwritten policies may only convert to a Pacific PRIME cash value life insurance product.

CONVERSION CREDIT

An amount equal to the most recently paid annualized term premiums will be credited to the cash value life insurance product premium if policyowner converts within the conversion window.

- The conversion credit will not be available in the first policy year.
- The calculation for the conversion credit does not include premiums for flat extras or riders.
- The conversion credit is not commissionable, and does not generate marketing credits except for case count.

⁸ Tax-free income assumes, among other things: (1) withdrawals do not exceed tax basis (generally, premiums paid less prior withdrawals); (2) policy remains in force until death; (3) withdrawals taken during the first 15 policy years do not occur at the time of, or during the two years prior to, any reduction in benefits; and (4) the policy does not become a modified endowment contract. See IRC Sections 72, 7702(f)(7)(B), 7702A. Any policy withdrawals, loans and loan interest will reduce policy values and may reduce benefits.

CONVERSION RULES

CASH VALUE LIFE INSURANCE:

- Death benefit amount may not exceed death benefit amount of Term policy.
- May elect Death Benefit Option A (Level) or B (Increasing) only.
- Will be of the same or comparable risk class as the Term policy.
- Will be issued with same or comparable riders as those available on the Term policy.
- May request other riders available only with the cash value life insurance policy as long as these riders do not require additional underwriting approval.
- May be credited with up to one year of annualized Term premiums via Conversion Credit.

PARTIAL CONVERSION

(e.g. \$1 million term coverage converted to \$500,000 cash value life insurance coverage)

- Only one partial conversion will be allowed per policy.
- Minimum death benefit converted must be at least \$250,000 and must result in at least the minimum cash value life insurance policy coverage requirement.
- Remaining Term death benefit must be at least \$100,000 after partial conversion has taken place.
- Conversion credit will be pro-rated based on the death benefit amount being converted.
- Not available for Simplified Underwritten policies.

Example: Client with \$1 million term coverage wants to convert to \$500,000 cash value life insurance coverage. This is permitted, as the \$500,000 minimum meets the cash value life insurance product's minimum coverage limit. Once the individual's \$500,000 cash value life insurance policy is in force, the \$1 million term policy would be reduced to \$500,000.



RIDERS ARE ADDITIONAL BENEFITS AVAILABLE WITH THE POLICY

STANDARD

TERMINAL ILLNESS RIDER^{9,10}

This rider is automatically issued with the policy. It allows the policyowner to access up to 75% of the policy's death benefit, not to exceed \$250,000, if the insured is diagnosed with a terminal illness (12 months or fewer to live).

- The Terminal Illness Benefit is a lump sum payment, payable one time per policy.
- Minimum benefit is 25% of death benefit or \$500, whichever is less.
- Benefit payment may be used for any purpose.

OPTIONAL

WAIVER OF PREMIUM RIDER^{10,11}

Designed to keep the policy in force if the insured becomes disabled¹² prior to age 65, this rider allows the policyowner to waive all premiums for a certain amount of time.

- If insured is disabled prior to age 60 and the disability continues to age 65 (or longer), premiums will be waived for the life of the policy even if the insured later recovers.
- If disabled after age 60, the rider will waive premiums for the length of disability up to age 65 or, if longer, for two years.
- Premiums are waived retroactively to the date of disability after a 180-day waiting period.
- Rider is available to insureds issue ages 18–55, not including insureds with substandard table ratings or flat extras.
- The rider will incur additional premiums, which are commissionable. These premiums are level during the level premium period, then vary by attained age. These premiums are payable up to the insured's age 65.
- A term policy on premium waiver cannot exercise the Conversion Provision; however, the Terminal Illness Rider may be exercised.

COMMISSIONS

Consult your office for commission information.

- ⁹ Terminal Illness Rider (Accelerated Death Benefit Rider) Form #R12TTI or ICC12 R12TTI—form # based on state in which policy is issued. Benefits paid by accelerating the policy's death benefit may or may not qualify for favorable tax treatment under Section 101(g) of the Internal Revenue Code of 1986. Tax treatment of an accelerated death benefit may depend on factors such as life expectancy at the time benefits are accelerated, the amount of benefits, the amount of qualified expenses incurred, or if similar benefits are being received under other contracts. Tax laws relating to accelerated death benefits are complex. Receipt of accelerated death benefits may affect eligibility for public assistance programs such as Medicaid. Clients are advised to consult with their legal and tax advisors for more information. The cost of exercising the rider is that the death benefit is reduced by an amount greater than the rider benefit payment itself to reflect the early payment of the death benefit.
- ¹⁰ Riders will likely incur additional charges and are subject to availability, restrictions, and limitations. Clients should be shown policy illustrations with and without riders to help show the rider's impact on the policy's values.
- ¹¹ Waiver of Premium Rider Form #R12TPF or ICC12 R12TPF on fully underwritten policies; Form #R12TPS or ICC12 R12TPS on simplified underwritten policies. Rider form numbers based on underwriting used and state in which policy is issued.
- ¹² Disabled is defined as being unable to perform the duties of the insured's job. During the first 24 months, "their job" means the insured's job at the beginning of the disability. Thereafter, "the job" means any job for which the insured is reasonably suited.

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About Pacific Life

Policyowner Satisfaction. Financial Strength.

Since 1868, Pacific Life has been helping to protect individuals and families from financial risk, providing *The Power to Help You Succeed™* through a variety of life insurance, annuities, mutual funds and investment products and services.

Pacific Life's organization is relatively unique as we are part of a mutual holding company structure. This allows us to make decisions that benefit our clients and the long-term strength of the company—rather than focus on a publicly-traded stock price.

As a result, we enjoy an industry reputation for putting policyowners first and acting in their best interests. Our investment portfolio historically produces consistent results while avoiding risky assets. It's an approach that has served us well for more than 140 years, forming the basis of our Fortune 500® strength, as well as our top financial strength ratings from all major ratings agencies.

For additional company information, including current financial strength ratings, visit www.PacificLife.com.

The power to help you succeed.

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Non-guaranteed elements are not guaranteed by definition. As such, Pacific Life reserves the right to change or modify any non-guaranteed element. This right to change non-guaranteed elements is not limited to a specific time or reason.

Pacific Life's individual life insurance products are marketed exclusively through independent third-party life insurance producers, which may include bank affiliated entities. Some selling entities may limit availability of some optional riders based on their client's age and other factors. Your broker-dealer or firm can help you determine which optional riders are available and appropriate for your clients.

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