

INTEREST ENHANCED DEATH BENEFIT

Guaranteed Growth for Your Loved Ones, Regardless of Market Performance



Optional Benefit with Pacific Life's
Fixed Indexed Annuities

GUARANTEED GROWTH, NO MATTER HOW MARKETS PERFORM

A fixed indexed annuity is a long-term contract that can help you meet your financial objectives in retirement by protecting principal and offering growth potential. But you also may be interested in leaving a financial legacy for loved ones to assist with their future needs.

The **Interest Enhanced Death Benefit**, available with Pacific Life fixed indexed annuities for an additional annual cost, can provide important guarantees. If you pass away before converting the contract to guaranteed retirement income payments, this optional death benefit can:

- Protect the amount of your purchase payment for your beneficiaries.
- Grow annually by the amount of interest credited to your contract plus an additional 2% for either 20 years or until age 85, whichever is earlier.
- Never decrease due to market performance.

Is Interest Enhanced Death Benefit Right for You?

You may purchase only one optional benefit with your fixed indexed annuity contract, so consider Interest Enhanced Death Benefit if you:

- Want to leave as much to your loved ones as possible by ensuring your Death Benefit Base will grow each year.
- Feel it's more important to maximize your financial legacy for your loved ones than to maximize income withdrawals for your own use in retirement.

Guarantees, including optional benefits, are subject to the claims-paying ability and financial strength of the issuing insurance company.

Insurance products are issued by Pacific Life Insurance Company in all states except New York and in New York by Pacific Life & Annuity Company. Product availability and features may vary by state.

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



Underlying Strength of Pacific Life

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 recognition¹ for high-quality service standards.
- We offer products that address market environments during all stages of your life.
- We maintain strong financial strength ratings from major independent rating agencies.

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

Ratings may change. For more information and current financial strength ratings, please visit our website.

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.

HOW IT WORKS

The optional Interest Enhanced Death Benefit will increase the Death Benefit Base in both up and down markets based on interest earned on the contract plus a 2% roll-up, compounded annually. Even for years in which no interest is credited to the contract, the Death Benefit Base will still increase by 2%.

Assumptions

- \$100,000 purchase payment made in 1995 by a 60-year-old client.
- No withdrawals made during the 20-year period.
- Interest credited is based on the historical performance of the S&P 500® index from 1996–2015, using a 1-Year Point-to-Point Interest-Crediting Method, with a hypothetical 5% cap.¹
- The Interest Enhanced Death Benefit fee, which is 0.40% of the Death Benefit Base, is deducted annually from the contract value.

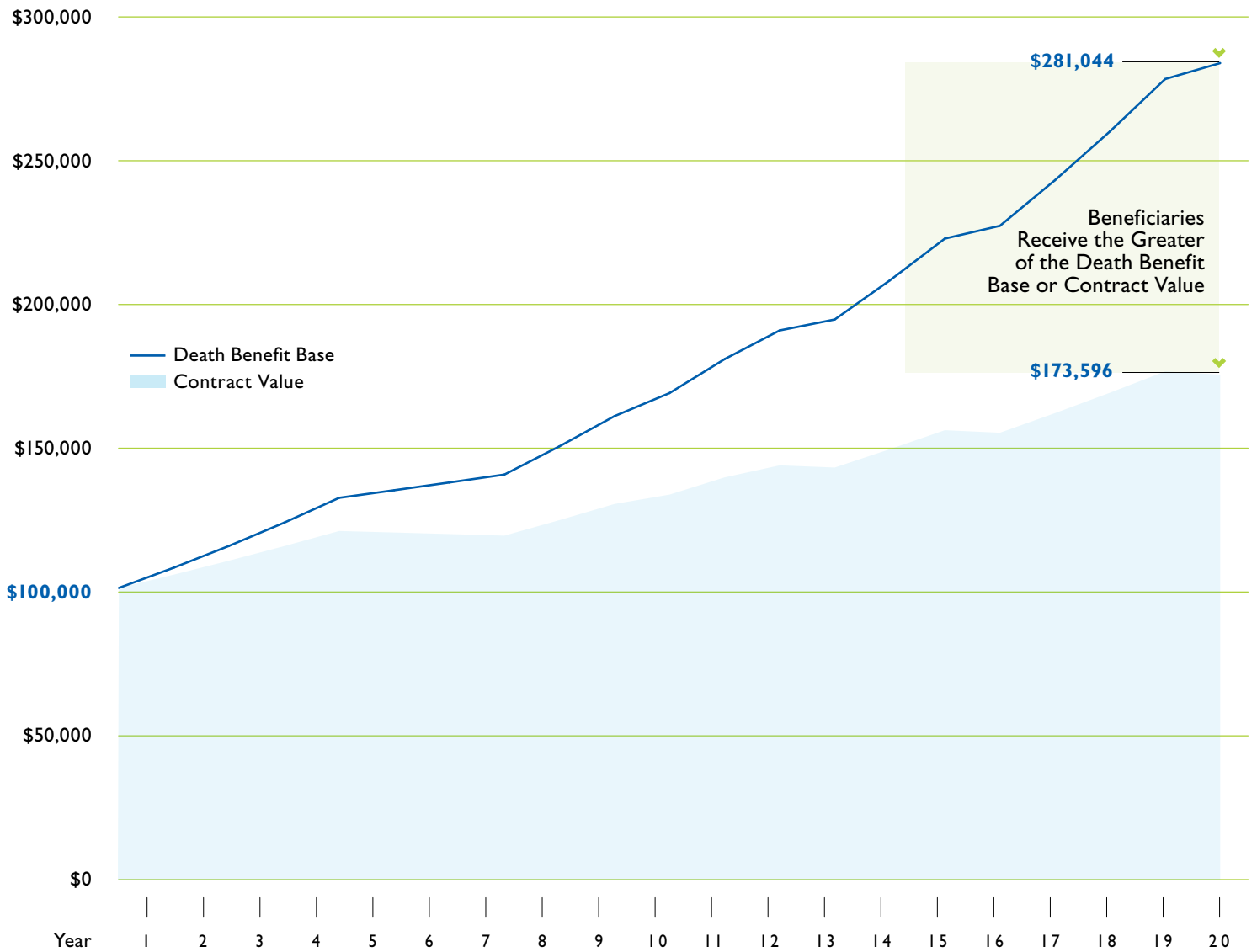
End of Year	Contract Value	Interest Credited ²	Interest Credited Plus 2% Roll-Up	Death Benefit Base
0	\$100,000			\$100,000
1	\$104,600	5.00%	7.00%	\$107,000
2	\$109,402	5.00%	7.00%	\$114,490
3	\$114,414	5.00%	7.00%	\$122,504
4	\$119,645	5.00%	7.00%	\$131,080
5	\$119,121	0.00%	2.00%	\$133,701
6	\$118,586	0.00%	2.00%	\$136,375
7	\$118,040	0.00%	2.00%	\$139,103
8	\$123,386	5.00%	7.00%	\$148,840
9	\$128,960	5.00%	7.00%	\$159,259
10	\$132,193	3.00%	5.00%	\$167,223
11	\$138,134	5.00%	7.00%	\$178,929
12	\$142,293	3.53%	5.53%	\$188,823
13	\$141,538	0.00%	2.00%	\$192,599
14	\$147,845	5.00%	7.00%	\$206,081
15	\$154,412	5.00%	7.00%	\$220,507
16	\$153,530	0.00%	2.00%	\$224,917
17	\$160,307	5.00%	7.00%	\$240,661
18	\$167,360	5.00%	7.00%	\$257,508
19	\$174,698	5.00%	7.00%	\$275,533
20	\$173,596	0.00%	2.00%	\$281,044

At the end of 20 years,³ the initial \$100,000 Death Benefit Base has grown to **\$281,044**.

¹The 1-Year Point-to-Point Interest-Crediting Method credits interest annually based on the index return over one contract year, subject to a cap.

²A 20-year period is used in this example, which is for illustrative purposes only, to help demonstrate how Interest Enhanced Death Benefit would work in both up and down markets using actual S&P 500® index returns. A hypothetical 5% cap is used in this example and is subject to change. The Interest Enhanced Death Benefit was not available in 1995.

³The Death Benefit Base will no longer increase after 20 years or upon reaching age 85, whichever occurs first.



FREQUENTLY ASKED QUESTIONS

Am I eligible for Interest Enhanced Death Benefit?	<p>Interest Enhanced Death Benefit is available to all contract owners and annuitants who are age 80 or younger at the time their annuity is purchased, subject to state availability and variations.</p> <ul style="list-style-type: none">• A single owner must also be an annuitant.• Joint owners must be natural persons who are spouses on the contract issue date, and one of those owners must also be an annuitant.
When can I elect the benefit?	<p>Interest Enhanced Death Benefit must be elected at issue or within 60 days of purchasing your annuity contract.</p>
What is the Death Benefit Base and how does it grow?	<p>The Death Benefit Base is an amount used to determine how much your beneficiaries will receive upon your death. When your annuity is issued, the Death Benefit Base equals the amount of your purchase payment. Any subsequent purchase payments will also be added to the Death Benefit Base. Additional cash purchase payments up to \$100,000 are permitted for Pacific Life fixed indexed annuities within 60 days of contract issue.</p> <p>The Death Benefit Base will increase each year on the contract anniversary by the amount of interest credited to your account, including any fixed account interest or indexed-linked interest earned as of the contract anniversary, plus an additional 2% roll-up. This increase will occur for 20 years or until age 85, whichever is earlier.</p>
How will withdrawals affect the death benefit?	<p>If you choose to make withdrawals from your contract, the Death Benefit Base will be decreased. This adjustment is proportionate and may be more or less than the actual amount withdrawn.</p>
When death occurs, what do my beneficiaries receive and when?	<p>Beneficiaries will receive an amount equal to the greater of the Interest Enhanced Death Benefit or the standard death benefit as of the Notice Date (the date Pacific Life receives the death benefit claim in good order) upon the contract owner's death. The standard death benefit is equal to the contract value or the Guaranteed Minimum Surrender Value. See the product client guide for more information.</p> <p>If the contract is jointly owned by two spouses or if a spouse is named as the beneficiary on a Single Life contract, the surviving spouse may elect to continue the Interest Enhanced Death Benefit so long as the surviving spouse is younger than age 85 and the roll-up period has not expired. The benefit will be payable upon the surviving spouse's death. If the surviving spouse is not eligible to continue, the benefit will terminate.</p>



What is the charge for this benefit and how will it affect my contract?

The charge for this benefit is 0.40% of the Death Benefit Base deducted annually from your contract value (not the Death Benefit Base). If the benefit is terminated on a contract anniversary, the entire charge for the prior year will be deducted on that anniversary. Prior to a contract anniversary, the charge will be deducted on a proportionate basis from the contract value on the earlier of the date of termination or the next contract anniversary. The benefit fee is deducted for the life of the contract, even after the roll-up period expires.

Can I voluntarily terminate the benefit?

Interest Enhanced Death Benefit cannot be voluntarily terminated by a contract owner. The benefit will terminate only upon the earliest of the following events:

- The death benefit becomes payable to your beneficiaries.
- You fully surrender your contract or terminate the contract in accordance with contract provisions.
- You convert your contract to annuity income payments.
- Certain ownership changes occur.

For additional information, please contact Pacific Life to obtain a Contract Summary.

Enhance your financial legacy for loved ones.
Ask your financial professional if Interest Enhanced Death Benefit
may be appropriate for your financial goals.
www.PacificLife.com

Please refer to the appropriate fixed indexed annuity client guide and Contract Summary for more information.

Interest Enhanced Death Benefit is not available in New York.

This material is not intended to be used, nor can it be used by any taxpayer, for the purpose of avoiding U.S. federal, state, or local tax penalties. This material is written to support the promotion or marketing of the transaction(s) or matter(s) addressed by this material. 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. 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 income. If withdrawals and other distributions are taken prior to age 59½, an additional 10% federal tax may apply. A withdrawal charge and a market value adjustment (MVA) also may apply. Withdrawals will reduce the contract value and the value of the death benefits, and also may reduce the value of any optional benefits.

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 include lifetime income and death benefit options.

Credit enhancements, if any, are not counted as purchase payments and are treated as additional earnings for tax purposes when distributed.

No guaranteed rate will be less than the minimum guaranteed rate stated in the contract. Pacific Life determines, at its discretion, annual interest rates in excess of the stated minimum guarantee in the contract. All initial guaranteed periods/terms may not be available at all times, in all states, or offered by all firms.

In some states, Interest Enhanced Death Benefit is named "Optional Death Benefit Rider" in the contract rider.

The S&P 500® index is a product of S&P Dow Jones Indices LLC ("SPDJI"), and has been licensed for use by Pacific Life Insurance Company. S&P® and S&P 500® are registered trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by Pacific Life. Pacific Life's product is not sponsored, endorsed, sold, or promoted by SPDJI, Dow Jones, S&P, their respective affiliates, and none of such parties make any representation regarding the advisability of investing in such product(s), nor do they have any liability for any errors, omissions, or interruptions of the S&P 500® index.

The indexes are not available for direct investment, and index performance does not include the reinvestment of dividends.

Pacific Life refers to Pacific Life Insurance Company and its affiliates, including Pacific Life & Annuity Company. Insurance products are issued by Pacific Life Insurance Company in all states except New York and in New York by Pacific Life & Annuity Company. Product availability and features may vary by state. Each insurance company is solely responsible for the financial obligations accruing under the products it issues. 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.

Fixed annuities issued by Pacific Life (Newport Beach, CA) are available through licensed, independent third parties.

Contract Form Series: 30-1209, ICC11:30-1209, 30-1301, ICC14:30-1301, 30-1401, ICC15:30-1401, 30-1503, ICC16:30-1503

Rider Series: 20-1500

50088-16B

Mailing address:

Pacific Life Insurance Company

P.O. Box 2378

Omaha, NE 68103-2378

(800) 722-4448 • www.PacificLife.com



PACIFIC LIFE