

PACIFIC CHOICE[®]

Variable Annuity Fact Sheet



Why a Variable Annuity

A variable annuity, such as Pacific Choice, is a long-term contract between you and an insurance company that helps you grow, protect, and manage retirement savings in a tax-advantaged way. It can help you:

- **Grow retirement savings faster** through the power of tax deferral.
- **Manage your investment strategy** by transferring among a diverse selection of investment options free of tax consequences.
- **Convert your assets** to guaranteed, lifetime retirement income.
- **Leave a financial legacy** through a guaranteed death benefit.

Talk with your financial advisor about the important role a Pacific Choice variable annuity could play as part of your retirement strategy. For more information, please refer to the prospectus.

Guarantees, including optional benefits, are subject to Pacific Life's financial strength and claims-paying ability and do not protect the value of the variable investment options, which are subject to market risk. The value of the variable investment options will fluctuate so that shares, when redeemed, may be worth more or less than the original cost.

The Pacific Choice Advantage

With a Pacific Choice variable annuity, you can create a retirement strategy suited to your own needs and preferences. Working with your financial advisor, you can choose:

- From a broad range of investment options to develop an investment strategy that fits your individual needs and comfort level.
- One of three options that allows you to define the level of access you'll have to your money and the overall cost of your annuity.
- One of several payment options that guarantees you retirement income that you cannot outlive.

Variable annuities are long-term investments designed for retirement. 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 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.

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**

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 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.

Ratings may change and do not apply to the safety or performance of the underlying variable investment options. For more information and current financial-strength ratings, please visit [PacificLife.com](https://www.PacificLife.com).

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

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.

	No Withdrawal Charge Option If you seek flexibility in accessing your money.	3-Year Withdrawal Charge Option If you have a shorter investment time horizon.	5-Year Withdrawal Charge Option If you are fee conscious with a longer investment time horizon.
Fees	Mortality and Expense Risk Fee ¹ : 1.35%	Mortality and Expense Risk Fee ¹ : 1.25%	Mortality and Expense Risk Fee ¹ : 0.95%
	Administrative Fee ¹ : 0.25%		
	Annual Contract Fee: \$50 (waived if net contract value is \$50,000 or greater)		

Minimum Purchase Payments

- Nonqualified: \$10,000 initial; \$250 subsequent
- Qualified: \$2,000 initial; \$50 subsequent

Maximum Annuitant/Owner Issue Age

85. Please speak with your financial advisor about specific age limitations.

Access to Your Money

You have the ability to access your contract value when you need it, without any withdrawal charges.

You can withdraw earnings and up to 10% of your remaining purchase payments on an annual basis without any withdrawal charges. Withdrawal charges are waived if the owner is diagnosed with a terminal illness² or is confined to a nursing home.³ Withdrawal charges are also waived upon death, annuitization, and if you need to take required minimum distributions (RMDs).⁴

Withdrawals will reduce the contract value and the value of the death benefits, and may also reduce the value of any optional benefits.

Withdrawal Charge Schedule	No withdrawal charges.	“Age” of Each Purchase Payment (in Contract Years)		“Age” of Each Purchase Payment (in Contract Years)	
		Charge per Withdrawal	Charge per Withdrawal	Charge per Withdrawal	Charge per Withdrawal
		1	7%	1	7%
		2	6%	2	7%
		3	4%	3	6%
		4+	0%	4	5%
				5	3%
				6+	0%
		Each purchase payment starts its own three-year withdrawal schedule.		Each purchase payment starts its own five-year withdrawal schedule.	

Investment Options

When investing for the long term, there is a way to help manage the market’s unpredictable behavior. It’s called diversification—and it’s considered to be an important factor in affecting long-term investment returns.

Diversification is based on the fact that different types of assets generally react differently to changes in the markets. By strategically diversifying your investment options among a variety of asset classes, you can help smooth out the impact of market volatility on your portfolio’s total return and help reduce the risks of long-term investing.

(continued)

¹Per year of each subaccount’s assets, deducted daily.

²After the first contract anniversary, charges are waived for withdrawals if the owner is diagnosed, on or after the contract issue date, with a defined medical condition that indicates a life expectancy of 12 months or fewer (subject to state availability and variations).

³Charges are waived for withdrawals after 90 days from the contract issue date if the owner is confined to an accredited nursing home for 30 days or longer and was not confined on the contract issue date. See the prospectus for additional information.

⁴RMD withdrawals will not incur withdrawal charges if you are enrolled in the Pacific Life RMD program.

Investment Options

(continued)

At Pacific Life, we not only believe in diversification, we've created a way to help make it easier to achieve by offering a selection of:

- **Investment options focused on asset allocation**—the art of balancing a portfolio's risk and reward potential according to specific diversification approaches. Select one or more for a turnkey approach to diversification.
- **Individual investment options**—combine to create your own asset allocation strategy.

Your financial advisor has tools to help you assess your financial needs, investment time horizon, and risk tolerance and can help you determine which option—or combination of options—may be right for you.

Asset allocation and diversification do not guarantee future results, ensure a profit, or protect against loss.

Dollar Cost Averaging (DCA)

Dollar cost averaging (DCA) can be a convenient way to continuously invest, regardless of changing prices. However, it does not ensure a profit or protect against loss in declining markets. Investors should consider their financial ability to continue to invest, even when prices are low; in continually rising markets, there is a potential to end up with fewer units.

Asset Rebalancing

Rebalancing is a way to periodically adjust your individual investment option allocations without tax consequences, so as markets shift, you can keep your portfolio in-line with your original investment strategy. Systematic rebalancing may be set up for quarterly, semiannually, or annually. You may begin or cancel rebalancing at any time.

Guaranteed Lifetime Income

Annuity Income Options

After the first contract year, you may elect to receive income payments that are guaranteed to last for life or a certain period. Choosing appropriately for your retirement strategy is important because once you start annuity income payments, you cannot switch payout options. Amounts will differ based on the payout option and period selected. Usually, the longer the payout period, the lower the periodic payment amount. You can determine whether you want a fixed-dollar amount and/or a variable payout amount and how frequently you'll receive your payments.

Life Only

Guaranteed income you can't outlive.

Periodic income payments for life are guaranteed.

Life with Period Certain¹

Guaranteed income you can't outlive with beneficiary protection.

Periodic income payments will be made for life and guaranteed for a minimum period of 5 to 30 years (period certain). If you die before the end of the period certain, the remaining income will be paid out. If you live longer than the period certain, you will continue to receive the income until you die.

Joint and Survivor Life

Income you and another person can't outlive.

Periodic income payments are guaranteed over your lifetime (as the primary annuitant) and the lifetime of another person (as the secondary annuitant, who need not be your spouse).

Period Certain Only¹

Guaranteed income over time.

Periodic income payments will be made over a specific period, from 10 to 30 years.

(continued)

¹For 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.

The minimum periodic income payment is \$250 (\$20 in New York), and your contract value must be at least \$10,000 (\$2,000 in New York).

**Guaranteed
Lifetime
Income**
(continued)

Optional Living Benefits

Purchasing one of Pacific Life's optional living benefits with your variable annuity is another way you can receive guaranteed income for life and a level of assurance that, even in a down market, protection is in place.

Optional benefits are available for an additional cost and include investment allocation requirements that the Company has in effect, which are subject to change. Ask your financial advisor for more information and see the prospectus for more details. All optional benefits are subject to availability (including state availability).

**Death
Benefits**

Pacific Choice can help protect your beneficiaries with a guaranteed death benefit that can help you leave a legacy and may avoid the cost and delays of probate. In all states except California, the death benefit is payable prior to annuitization upon the death of a contract owner. For contracts owned by a non-natural owner (for example, a trust) and contracts issued in California, the death benefit is payable upon the death of the first annuitant.

Standard Death Benefit

For no additional cost, this death benefit offers the greater of:

- The contract value.
- The total of all purchase payments into the contract, adjusted for withdrawals. The adjustment is proportionate and may be more or less than the actual amount withdrawn.

Stepped-Up Death Benefit

For an additional annual fee of 0.20% of each subaccount's assets (deducted daily), and available only at contract issue for owners and annuitants age 75 or younger, this optional death benefit offers the greater of the standard death benefit detailed above or the highest step-up, which is the highest contract value on any previous contract anniversary prior to the oldest owner's (or annuitant's in California) 81st birthday. The death benefit amount is increased for additional purchase payments and decreased by an adjustment for withdrawals. The adjustment is proportionate and may be more or less than the actual amount withdrawn.

Earnings Enhancement Death Benefit (EEDB)

For an additional annual fee of 0.25% of the contract value (deducted annually), and available only at contract issue for owners and annuitants age 75 or younger, this optional death benefit may provide an enhancement to death benefit payouts. When EEDB is purchased, an additional 40% of earnings (owners (or annuitants in California) ages 0–69 at issue) or 25% of earnings (owners (or annuitants in California) ages 70–75 at issue) is added to the death benefit amount. Earnings are equal to the contract value on the date of death minus remaining purchase payments.

If you purchase this optional benefit, an annual charge will be deducted from your contract value on each contract anniversary. The contract must have growth in excess of the remaining purchase payments in order for EEDB to be applicable. If there are no earnings in the contract, no benefit will be paid, and you will have incurred the charge but not received a benefit. The EEDB amount is treated as earnings and may be taxable. In addition, the EEDB amount may affect the beneficiary's adjusted gross income and marginal income-tax bracket. Withdrawals from the contract will reduce any earnings and decrease the EEDB amount. EEDB is not available in New York.

Note that ownership changes may adversely affect the death benefit amounts detailed above. See the prospectus for more information.

Talk to your financial advisor today
about a Pacific Choice variable annuity, or
visit our website for more information.
PacificLife.com

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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.

This material must be preceded or accompanied by the product prospectus. Contact your financial advisor or visit www.PacificLife.com for more information, including product and underlying fund prospectuses that contain more complete information about Pacific Life and a variable annuity's risks, charges, limitations, and expenses, as well as the risks, charges, expenses, and investment goals of the underlying investment options. Read them carefully before investing.

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 include lifetime income, death benefit options, and the ability to transfer among investment options without sales or withdrawal charges.

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 guarantees, including optional benefits and any fixed subaccount crediting rates or annuity payout rates, are backed by the financial strength and claims-paying ability of the issuing insurance company and do not protect the value of the variable investment options. They are not backed by the broker/dealer from which this annuity is purchased, 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.

Variable insurance products are distributed by **Pacific Select Distributors, LLC** (member FINRA & SIPC), a subsidiary of Pacific Life Insurance Company (Newport Beach, CA) and an affiliate of Pacific Life & Annuity Company, and are available through licensed third parties.

Not all products, features, or riders are available at all broker/dealer firms.

Contract Form Series: ICC12:10-1252, ICC12:10-1253 (state variations may apply)
Rider Series: ICC11:20-1219, ICC12:20-1264, ICC14:20-1295 (state variations may apply)
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