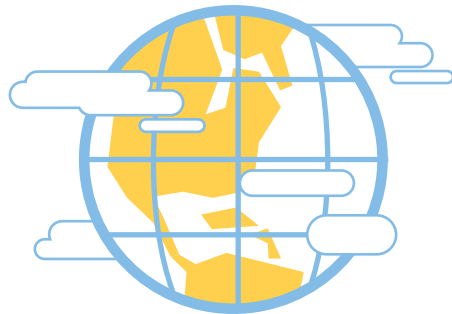




# PACIFIC LIFE

## Why Focus on Female Investors?



### Fastest Growing Wealth Segment

An unprecedented amount of assets will shift to U.S. women over the next three to five years.<sup>1</sup>

**\$30T**

The projected worth of the assets managed by women by 2030.<sup>1</sup>

**51%**

Women control 51% of the personal wealth in the U.S., an estimated \$22 trillion.<sup>2</sup>

**\$700B**

Women are the largest underserved group, leaving a \$700 billion revenue opportunity on the table.<sup>3</sup>

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**

Learn to attract, retain, and engage with female investors.  
Call your Pacific Life consultative wholesaler at (800) 722-2333,  
and visit [PacificLife.com](https://www.PacificLife.com).

## Women. Confidence. Retirement.

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<sup>1</sup>Baghai, Pooneh, et al. "Women as the next wave of growth in US wealth management," McKinsey & Company. July 29, 2020.

<sup>2</sup>Demasters, Karen. "Women Hold Majority of Personal Wealth, But Still Minorities In Advisory Field." Financial Advisor. March 25, 2020.

<sup>3</sup>Clempner, Jessica, et al. "Serving Women as Financial Services Customers: Women in Financial Services 2020," OliverWyman.

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