



INTEREST ENHANCED DEATH BENEFIT

Guaranteed Growth for Your Loved Ones, Regardless of Market Performance



Optional Benefit with Pacific Life's Indexed Annuities
for Oregon

GUARANTEED GROWTH, NO MATTER HOW MARKETS PERFORM

An 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.

Interest Enhanced Death Benefit, available with Pacific Life 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 20 years, until age 85, or until the maximum roll-up amount of 250% of total purchase payments (adjusted proportionately for withdrawals) is reached, 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 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

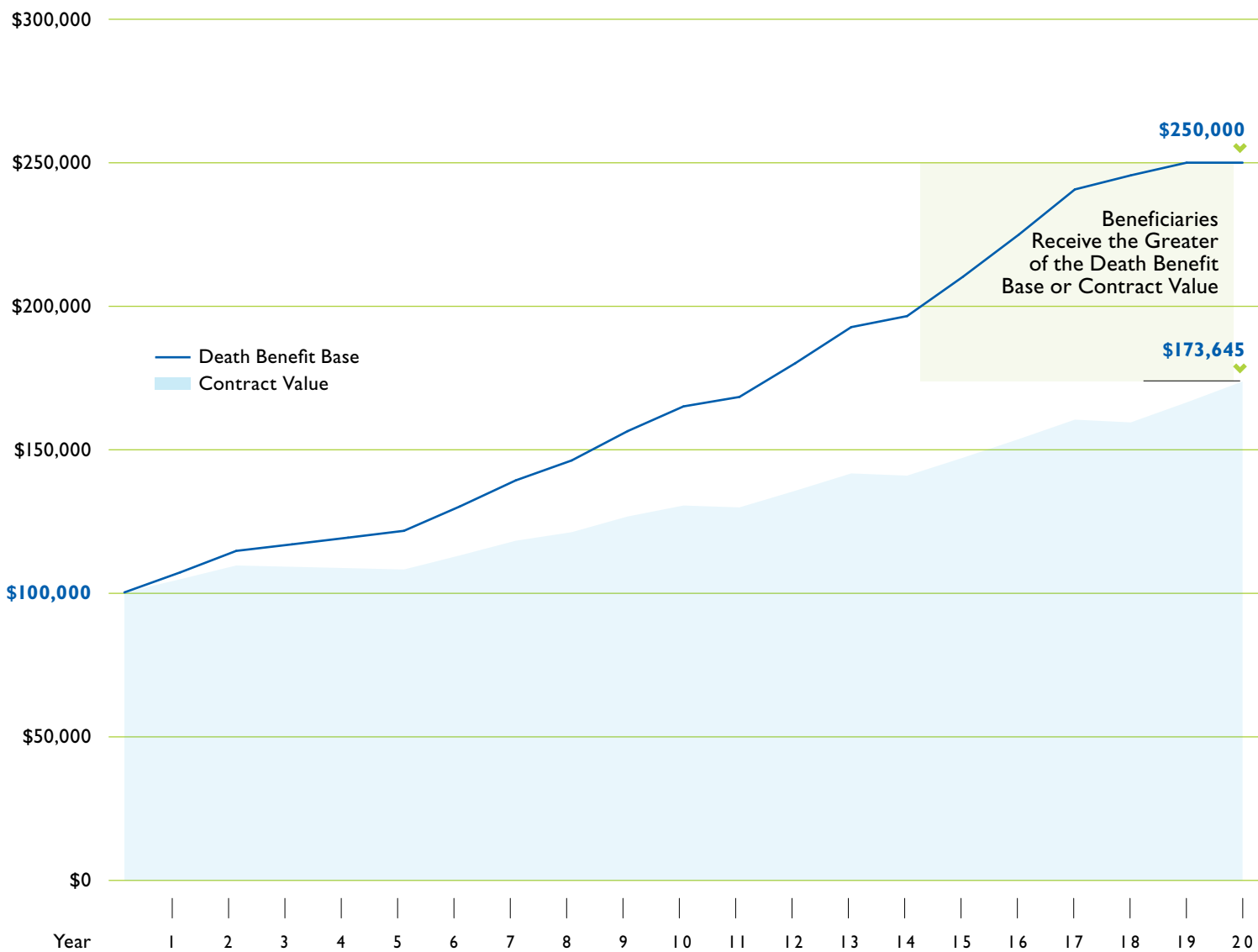
- \$100,000 initial purchase payment made in 1997¹ by a 65-year-old client. No withdrawals are made during the 20-year period.
- Interest credited is based on the historical performance of the S&P 500[®] index from 1998–2017, using a 1-Year Point-to-Point Interest-Crediting Option, which credits interest based on the index return over one contract year, up to a cap. The hypothetical cap is 5% and is subject to change.
- The Interest Enhanced Death Benefit fee, which is 0.40% of the Death Benefit Base, is deducted annually from the contract value.

Hypothetical Example. For illustrative purposes only. Your results may differ. The 20-year period used in this example is to help demonstrate how Interest Enhanced Death Benefit works.

| End of Year | Contract Value | Index Return | Interest Credited | Interest Credited Plus 2% Roll-Up | Death Benefit Base |
|-------------|----------------|--------------|-------------------|-----------------------------------|------------------------|
| 0 | \$100,000 | | | | \$100,000 |
| 1 | \$104,600 | 26.67% | 5.00% | 7.00% | \$107,000 |
| 2 | \$109,402 | 19.53% | 5.00% | 7.00% | \$114,490 |
| 3 | \$108,944 | -10.14% | 0.00% | 2.00% | \$116,780 |
| 4 | \$108,477 | -13.14% | 0.00% | 2.00% | \$119,115 |
| 5 | \$108,000 | -23.37% | 0.00% | 2.00% | \$121,498 |
| 6 | \$112,914 | 26.38% | 5.00% | 7.00% | \$130,003 |
| 7 | \$118,040 | 8.99% | 5.00% | 7.00% | \$139,103 |
| 8 | \$121,025 | 3.00% | 3.00% | 5.00% | \$146,058 |
| 9 | \$126,492 | 13.62% | 5.00% | 7.00% | \$156,282 |
| 10 | \$130,332 | 3.53% | 3.53% | 5.53% | \$164,924 |
| 11 | \$129,672 | -38.49% | 0.00% | 2.00% | \$168,223 |
| 12 | \$135,483 | 23.45% | 5.00% | 7.00% | \$179,998 |
| 13 | \$141,537 | 12.78% | 5.00% | 7.00% | \$192,598 |
| 14 | \$140,767 | -0.003% | 0.00% | 2.00% | \$196,450 |
| 15 | \$147,019 | 13.41% | 5.00% | 7.00% | \$210,202 |
| 16 | \$153,530 | 29.60% | 5.00% | 7.00% | \$224,916 |
| 17 | \$160,306 | 11.39% | 5.00% | 7.00% | \$240,660 |
| 18 | \$159,344 | -0.73% | 0.00% | 2.00% | \$245,473 |
| 19 | \$166,329 | 9.54% | 5.00% | 7.00% | \$250,000 ² |
| 20 | \$173,645 | 19.42% | 5.00% | N/A ³ | \$250,000 |

At the end of 20 years, the initial \$100,000 Death Benefit Base has grown to **\$250,000**.

¹Interest Enhanced Death Benefit was not available in 1997. ²At the end of year 19, the calculated Death Benefit Base would be \$262,656, which is greater than \$250,000. However, since the Death Benefit Base cannot exceed the maximum roll-up amount (250% of total purchase payments, adjusted proportionately for withdrawals), the value of the Death Benefit Base will be \$250,000 and it will no longer grow. ³Since the Death Benefit Base stops growing once the maximum roll-up amount has been reached, the Interest Credited Plus 2% Roll-Up is no longer applied.



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 indexed annuities within 60 days of contract issue.</p> <p>The Death Benefit Base will increase each year on the contract anniversary and will equal the 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. The Death Benefit Base will increase each year for 20 years, until age 85, or until the maximum roll-up amount of 250% of total purchase payments (adjusted proportionately for withdrawals) is reached, 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. Annuities do have some limitations and you may incur taxes or charges if you take your money out early. For example, if you take a withdrawal before you are age 59½, you may have to pay a 10% federal tax in addition to ordinary income taxes. Consult your tax advisor regarding your unique situation.</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 greater of the contract value or the Guaranteed Minimum Surrender Value. See the product client guide for more information.</p> |



When death occurs, what do my beneficiaries receive and when? *(continued)*

If the contract is jointly owned by two spouses or if a spouse is named as the beneficiary on a contract, the surviving spouse may elect to continue the contract and Interest Enhanced Death Benefit as long as the surviving spouse is age 85 or younger and the roll-up period has not expired. If the benefit is continued, it will be payable upon the surviving spouse's death. A surviving spouse may also terminate the benefit, and the contract will continue with the contract value set to the death benefit amount. If the surviving spouse is not eligible to continue Interest Enhanced Death Benefit, the Death Benefit Base will not continue to grow, but upon the death of the surviving spouse, beneficiaries will receive the greater of the contract value or the Death Benefit Base.

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 rider 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.

Talk to your financial professional
for more information about Interest Enhanced Death Benefit
or visit PacificLife.com.

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

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.

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.

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.

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.

The "S&P 500®" index is a product of S&P Dow Jones Indices LLC, a division of S&P Global, or its affiliates ("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, a division of S&P Global ("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 index is not available for direct investment, and index performance does not include the reinvestment of dividends.

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

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: 30-1209OR, 30-1301OR, 30-1401OR

Rider Series: ICC15:20-1500

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