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**Pacific Life Launches New Registered Index-Linked Annuity**

*Pacific Protective Growth offers multiple features and new approaches in one robust product.*

**NEWPORT BEACH, CALIF. – Dec. 17, 2024**—Pacific Life announced today that it has entered the registered index-linked annuity (RILA) market with Pacific Protective Growth, which offers opportunities to track market indexes while providing levels of protection during market downturns. This RILA debuts the First Trust Growth Strength™ Net Fee Index. Also included in the product is a seldom-found crediting strategy that potentially can accelerate retirement savings.

“It takes time to build something special, and taking time to create Pacific Protective Growth gave us a distinct vantage point,” said Nick Weber, vice president, annuity product development, Pacific Life. “We’ve curated a mix of what we think are the most compelling features found in the market, while introducing a unique combination of crediting strategies and a fresh twist on protected income. We believe all these features combined create a highly competitive offering.”

RILAs are experiencing double-digit growth fueled by independent broker/dealers, career agents, and bank distribution with sales forecast to surpass \$50 billion in 2024 according to LIMRA.<sup>1</sup> These annuities blend growth potential and risk management for clients who may be looking for a balanced investment option. The launch of Pacific Protective Growth enables Pacific Life to provide clients with a complete suite of annuity choices.

Pacific Protective Growth offers five indexes, including two that track index-based exchange-traded funds (ETFs). It features crediting strategies familiar to financial professionals alongside two strategies distinctive from most other RILAs and not found together in a RILA anywhere else:

- **The Tiered Participation Rate crediting strategy** acts as a multiplier for index performance, potentially accelerating growth with interest credited at a rate higher than the actual index return.
- **The Performance Mix crediting strategy** enables clients to select an option that’s automatically overweighted to the best-performing index over the past six years.

**For clients seeking income as well as accumulation**, Pacific Protective Growth offers Income Guard, an optional lifetime withdrawal benefit available for an additional cost. The annuity owner can grow future income by delaying withdrawals for up to 10 years. As well, the base for income can be reset annually if the new annuity value is greater than the year before.

Income Guard also ensures that future guaranteed lifetime income will never decrease due to market losses. This benefit makes Pacific Protective Growth one of very few RILAs offering accumulation and protected income in a single product.

### **Support for Financial Professionals**

Pacific Life has tools to help financial professionals customize Pacific Protective Growth for each client's needs, including:

- An online tool to help financial professionals design the accumulation and protection features to match their clients' growth goals and risk-tolerance levels.
- Digital notifications of performance that can help decide the future of a strategy.

"We're excited to join the RILA market and look forward to keeping pace with the continuing evolution of these products," said Kevin Kennedy, chief sales and marketing officer, Consumer Markets, Pacific Life. "We think the opportunities provided by our RILA, combined with brand recognition and our status as one of the highest-rated insurance carriers, should make Pacific Protective Growth a consideration for financial professionals and their clients."

### **About Pacific Life**

Pacific Life provides a variety of products and services designed to help individuals and businesses in the retail, institutional, workforce benefits, and reinsurance markets achieve financial security. Whether your goal is to protect loved ones or grow your assets for retirement, Pacific Life offers innovative life insurance and annuity solutions, as well as mutual funds, that provide value and financial security for current and future generations. Supporting our policyholders for nearly 160 years, Pacific Life is a Fortune 500 company headquartered in Newport Beach, California. For additional company information, including current financial-strength ratings, visit [www.PacificLife.com](http://www.PacificLife.com).

<sup>1</sup>LIMRA, "U.S. Annuity Sales Jump 26% in Second Quarter 2024, Fueled by Record FIA and RILA Sales," August 28, 2024.

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All guarantees are subject to the claims-paying ability and financial strength of the issuing insurance company.

Pacific Life, its affiliates, its 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.*

Annuities are long-term contracts 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 income tax may apply. A withdrawal charge also may apply and a market value adjustment (MVA) also may apply. Withdrawals will reduce the contract value and the value of the death benefit, and also may reduce the value of any optional benefits.

***This material must be preceded or accompanied by the prospectus, which contains information about the contract's features, risks, limitations, charges, and expenses. You should read the prospectus, which is available from your financial professional or by visiting [Pacificlifecom/Prospectuses](http://Pacificlifecom/Prospectuses), and consider its information carefully before investing.***

An investment in a crediting strategy is subject to risks, including the possible loss of all or a significant portion of the principal investment and any credited contract earnings. This loss could be greater if withdrawals or surrenders occur due to the imposition of withdrawal charges, a market value adjustment, if applicable, and possible negative tax consequences.

The indexes are unmanaged and not available for direct investment. The index performance does not include the reinvestment of dividends. Not all indexes, protection options, and terms are available on every crediting strategy.

The First Trust Growth Strength™ Net Fee Index ("FTIS Index") is a product of FT Indexing Solutions LLC ("FTIS"). FIRST TRUST® and FIRST TRUST GROWTH STRENGTH™ NET FEE INDEX are trademarks of First Trust Portfolios L.P. (collectively, with FTIS and their respective affiliates, "First Trust"). The foregoing index and trademarks have been licensed for use for certain purposes by Nasdaq and Pacific Life Insurance Company ("Pacific Life") in connection with the FTIS Index and the product. The daily performance of the FTIS Index is reduced by 0.65% per annum.

Pacific Life Insurance Company is licensed to issue insurance products in all states except New York. Product/material availability and features may vary by state.

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.

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The home office for Pacific Life Insurance Company is located in Omaha, Nebraska.

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