



PL PROMISE GUL

No-Lapse Guarantee Universal Life (GUL) Insurance



Life Insurance Protection with the Certainty of a Guarantee



Guaranteed coverage
to age 90 (extendable
up to age 121)^{1,2}



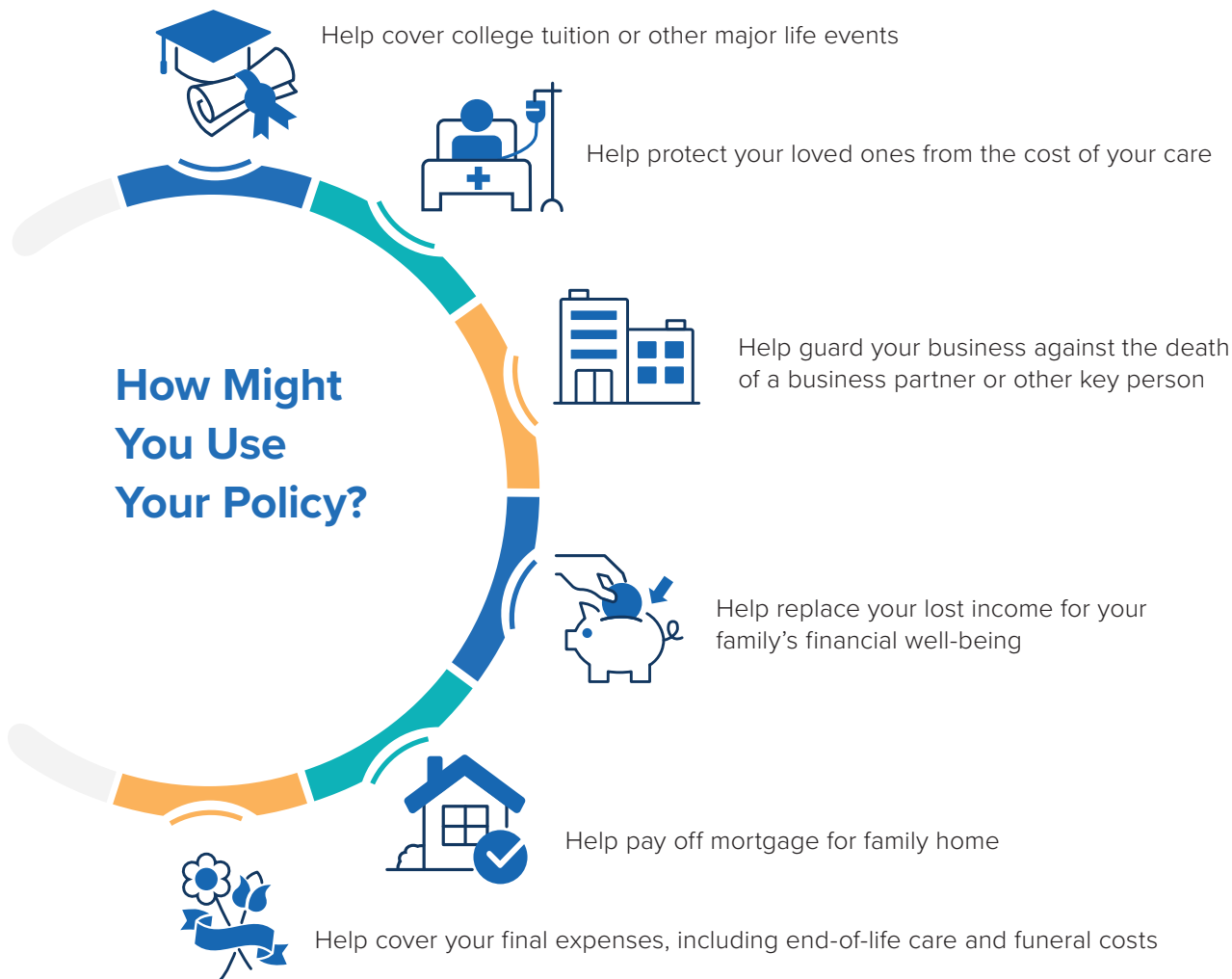
**Predictable
premiums³**



Optional riders
to expand your
policy's flexibility²

What's Your Promise?

When you buy life insurance, you make a promise: to protect your loved ones financially should something happen to you. But that promise is only as good as the company behind it. We can help with PL Promise GUL from Pacific Life. After all, keeping promises has been the heart of what we do for nearly 160 years. Choose the amount and duration you need with the help of our [life insurance calculator](#) available online at [PacificLife.com](https://www.PacificLife.com).



¹The Lifetime No-Lapse Guarantee Rider (form series R17LYFNL, varies based on state of policy issue) is included in the policy at no additional charge. The no-lapse guarantee, depending on how you structure your policy, has a maximum duration of the insured's lifetime, subject to certain limits. If your net no-lapse guarantee value is zero, the no-lapse feature terminates. If the no-lapse feature terminates, additional premiums would be required to resume the no-lapse guarantee. If policy performance is such that your policy is being maintained solely by the no-lapse guarantee, your policy will not build cash value.

²Riders will likely incur additional charges and are subject to availability, restrictions, and limitations. When considering a rider, request a policy quote from your life insurance producer to see the rider's impact on your policy's values.

³Universal life insurance generally requires additional premium payments after the initial premium. If either no premiums are paid, or subsequent premiums are insufficient to continue coverage, it is possible that coverage will expire.

Options to Meet Your Evolving Needs

PL Promise GUL provides both death and living benefits. That means in addition to death benefit protection, your policy offers optional features you can access while you're living. These optional features, called riders,² help expand or enhance your coverage. Some are included at no additional cost, while others need to be elected when you buy the policy.

Base Riders Included with your policy at no additional cost

Lifetime No-Lapse Guarantee Rider¹

Your policy is guaranteed to remain in place until you (or whoever the policy insured) turn 90, as long as you pay at least the no-lapse guarantee premiums stated in your policy. You may choose to pay higher premiums and extend the guarantee for the duration of your choosing—up to lifetime (age 121).

Terminal Illness Rider⁴

You may request the prepayment of up to 75% of your policy's death benefit not to exceed \$500,000 if you become terminally ill.

Accelerated Death Benefit payments provided by this Rider are intended to qualify as death benefits receiving favorable tax treatment under section 101(g) of the Internal Revenue Code.

Optional Riders May be added to your policy, subject to state availability and qualification requirements

Waiver of Monthly Deductions Rider⁵

If you become totally disabled before age 65, you can exercise this rider to help you keep your policy active if you are unable to continue paying premiums while on disability.

Children's Term Rider⁶

This rider allows you to include up to \$10,000 of term life insurance coverage on the life of each dependent child (aged 15 days to 18 years), turning your PL Promise GUL policy into one that covers the entire family.

Chronic Illness Care Rider⁷

If elected at policy issue, you may advance payment of up to \$3 million of your policy's death benefit as annual or monthly benefits while living if certified as chronically ill.⁸ Chronic illness means that the insured is unable to perform two or more of the six activities of daily living (bathing, continence, dressing, eating, toileting, and transferring for a period of at least 90 days) or requiring substantial supervision due to severe cognitive impairment.

¹Referred to as the Accelerated Death Benefit Rider for Terminal Illness in the contract (form series R16LYTIR, varies based on the state of policy issue). The cost of exercising the rider is that the death benefit is reduced by an amount greater than the rider benefit payment itself to reflect the early payment of the death benefit. Rider benefit payments will reduce the death benefit, cash surrender value, and any policy debt. Additionally, rider benefit payments may adversely affect the benefits under other riders. Tax treatment of an accelerated death benefit due to terminal illness depends on the life expectancy of the insured at the time benefits are accelerated. Receipt of accelerated death benefits may affect eligibility for public assistance programs such as Medicaid. Tax laws relating to accelerated death benefits are complex. Pacific Life cannot determine whether the benefits are taxable. Clients are advised to consult with qualified and independent legal and tax advisors for more information.

⁵Waiver of Monthly Deductions Rider (form series R18WMD, varies based on state of policy issue). This rider is available for insured's issue age 20-59 for a monthly rider charge based on policy coverage amounts at issue. The rider charge would also be waived during qualifying disability.

⁶Children's Term Rider (form series R17LYCTUL, varies based on state of policy issue). This optional rider coverage may be added at any time for a monthly charge based on the child's coverage amount.

⁷PL Promise Chronic Illness Care Rider is the Accelerated Death Benefit Rider for Chronic Illness (policy form #R18LYCHR or ICC18 R18LYCH), based on state of policy issue). Benefit payments reduce the policy's death benefit and other values under the policy. If the entire death benefit is accelerated, the policy will terminate. Regardless of the monthly election chosen, benefit payments may not exceed 100% of the IRS per diem. Benefits paid by accelerating the policy's death benefit are intended to qualify as death benefits under section 101(g) of the Internal Revenue Code and may be excludable from your income and may not be subject to federal taxation. However, federal, state, and/or local tax rules relating to the payment of accelerated death benefits are complex, will depend on your specific facts and circumstances, and benefits may or may not be taxable. In addition, these payments may effect eligibility for other benefits provided by federal, state, or local government including public assistance programs such as Medicaid. When benefits are received from multiple policies providing long-term care or chronic illness benefits for a given insured, including policies with different owners, all of those benefits must be aggregated to determine their taxability. Consequently, advice and guidance should be obtained from a personal tax advisor for more information. Pacific Life cannot determine whether the benefits are taxable. This is a life insurance benefit that also gives you the option to accelerate some or all of the death benefit in the event that you meet the criteria for a qualifying event described in the policy. This policy or certificate does not provide long-term care insurance subject to California long-term care insurance law. This policy or certificate is not a California Partnership for Long-Term Care program policy. This policy or certificate is not a Medicare supplement(policy or certificate).

⁸The Lifetime Benefit Amount is elected at policy issue and it is the lesser of the policy's initial death benefit or \$3 million (2% monthly election), \$1.5 million (4% monthly election, issue ages 18-64), or \$750,000 (4% monthly election, issue ages 65-75). The Lifetime Benefit Amount is reduced by any withdrawals or face amount decreases. If the policy's entire death benefit is accelerated, the policy will terminate. Regardless of the monthly election chosen, benefit payments may not exceed 100% of the IRS Per Diem limit.

Return of Premium Feature

If you change your mind or no longer need the protection provided by your policy, you may get a full or partial refund of the premiums you've paid through the Return of Premium feature.⁹ Surrender your policy within 60 days of certain policy anniversaries for the enhanced surrender value, which is the lesser of 40% of the policy's death benefit or the following refund amounts:

Surrender the policy after stated anniversary and get the lesser of 40% of the death benefit or:	Year 15	75% of total premiums paid
	Year 20 or 25	100% of total premiums paid

Return of premium percentages shown above are for issue ages 30 and older, death benefit of \$250K+. Return of premium percentage and exercise years vary for issue ages 29 and under and/or death benefits less than \$250K.

Payment Flexibility

As an added benefit of a PL Promise GUL policy, you may pay your premiums up to one month early or one month late without adversely affecting your guaranteed protection.

About GUL Insurance

Life insurance is subject to underwriting and approval of the application and will incur monthly policy charges, which include cost of insurance charges, administrative charges, coverage charges, and any rider charges. Additionally, a premium expense charge is deducted from each premium payment. Universal life insurance generally requires additional premium payments after the initial premium. If either no premiums are paid, or subsequent premiums are insufficient to continue coverage, it is possible that coverage will expire. A guarantee is included in the policy that will prevent policy lapse as long the net no-lapse guarantee value is sufficient to cover monthly policy charges. To understand how the policy charges will affect your policy's values, request a personalized proposal.



⁹Referred to as the Enhanced Surrender Value Rider in the contract (form series R17LYESV, varies based on state of policy issue). Minimum premium requirements apply for the rider to provide a benefit.



The Power of Pacific

Your life insurance policy is only as solid as the company behind it. When you purchase a life insurance policy from Pacific Life, you are buying a promise that we will be there for you today—and tomorrow.

For nearly 160 years, we've remained committed to providing quality products, service, and stability to meet your needs throughout your lifetime.

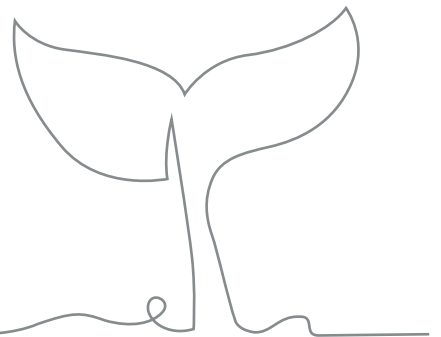
2025 WORLD'S MOST
ETHICAL
COMPANIES[™]
ETHISPHERE

Pacific Life has been named one of the 2025 World's Most Ethical Companies^{®10} by the Ethisphere Institute, a global leader in defining and advancing the standards of ethical business practices.

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.

¹⁰Based on the Ethisphere Institute's Ethics Quotient[®]. "World's Most Ethical Companies" and "Ethisphere" names and marks are registered trademarks of Ethisphere LLC.

Benefit from top-notch services to help
meet your busy lifestyle now and in the many years to come.
Talk to your financial professional today.



Pacific Life, its affiliates, 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.

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 products and their guarantees, including optional benefits, and any crediting rates, are backed by the financial strength and claims-paying ability of the issuing insurance company. Look to the strength of the insurance company with regard to such guarantees because these guarantees are not backed by the independent broker/dealers, insurance agencies, or their affiliates from which products are purchased. Neither these entities nor their representatives make any representation or assurance regarding the claims-paying ability of the issuing company.

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

All individuals selling this product must be licensed insurance agents.

Form series P18PRUL, S18PRUL
Varies based on state of policy issue.

