

PACIFIC SELECT HARBOR VUL

Flexible Premium Variable Universal Life (VUL) Insurance



Pacific Life Insurance Company

The Freedom to Choose



CLIENT GUIDE

Policy Form #P19PHV and S19PHV or ICC19 P19PHV and ICC19 S19PHV, based on state of policy issue.

19-137A

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Guaranteed death benefit protection with the freedom to choose financial opportunities

We know that life can change in an instant. That's why Pacific Select Harbor VUL is designed with options that allow your policy to evolve with you. With a guaranteed death benefit and the flexibility to choose between a wide range of investment options, you can rest easy knowing you can protect your loved ones and enjoy cash value growth potential—all in one powerful policy.

A GUARANTEE YOU CAN DEPEND ON

With our optional Flexible Duration No-Lapse Guarantee Rider, your death benefit is guaranteed for the period you choose (up to lifetime)—no matter how the market performs. Your policy beneficiaries will receive a guaranteed death benefit that transfers income tax and possibly estate tax-free.¹ This assumes you meet rider eligibility requirements.²

FREEDOM TO CHOOSE GROWTH POTENTIAL

Choose from a diverse list of variable investment options, which include asset allocation strategies,³ or two fixed options—you have the flexibility to make investment choices for a lifetime of financial needs and objectives in one policy. With the freedom to choose market-driven growth potential, Pacific Select Harbor VUL can serve as a supplemental financial resource for you.

BENEFITS OF VARIABLE UNIVERSAL LIFE (VUL) INSURANCE



Death Benefit Protection

Protect your family, estate, or business with tax-free¹ proceeds paid at the insured's death.



Market-Driven Investment Options

Allocate your cash value among a range of variable investment options.



Guaranteed Investment Options

Guaranteed minimum interest crediting rates with 2 fixed options.

The cost of the life insurance and benefits provided through the policy is deducted monthly in the form of policy charges, which include an Administrative Charge, Asset Charge, Coverage Charge, Cost of Insurance Charge, and any applicable rider charges. Additionally, a premium load is deducted from each premium payment. To understand how the policy charges will affect your policy's cash value, request a personalized illustration that includes the "Policy Charges" report.

- ¹ For federal income tax purposes, life insurance death benefits generally pay income tax-free to beneficiaries pursuant to IRC Sec. 101(a)(1). In certain situations, however, life insurance death benefits may be partially or wholly taxable. Situations include, but are not limited to: the transfer of a life insurance policy for valuable consideration unless the transfer qualifies for an exception under IRC Sec. 101(a)(2)(i.e. the transfer-for-value rule); arrangements that lack an insurable interest based on state law; and an employer-owned policy unless the policy qualifies for an exception under IRC Sec. 101(j).
- ² The optional Flexible Duration No-Lapse Guarantee Rider (Form #R17FNL and S18FNL or ICC17 R17FNL and ICC18 S18FNL, based on state of policy issue) is available at policy issue for additional cost. For the rider's guarantee to remain in place, the policyowner must not request an unscheduled increase in face amount and must remain 100% allocated among any of the Fixed Options, and the other Allowable Investment Options specified in the prospectus. The no-lapse guarantee depending on how you structure your policy, has a maximum duration of up to 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. Riders will likely incur additional charges and are subject to availability, restrictions, and limitations. When considering a rider, request a policy illustration from your life insurance producer to see the rider's impact on your policy's values.
- ³ Asset allocation is the process of distributing a fund's investments among varying asset classes of investments (e.g., equity and debt). It does not guarantee diversification, assure profit, or protect against loss.

Pacific Select Harbor VUL Gives You Options for a Lifetime of Needs

THE FREEDOM TO CHOOSE

investment options for the growth strategy that works for you

You've got choices. With Pacific Select Harbor VUL, you can choose from a diverse selection of variable investment options. Simply choose what works best for you and rest easy knowing you have the flexibility to make changes throughout your life.

Our investment lineup offers the convenience of asset allocation investment options or you may choose from 2 fixed account options and a wide range of individual fund options that provide access to investment manager names you know.



Choose from a variety of investment options for the upside potential of market exposure for your policy's cash value.

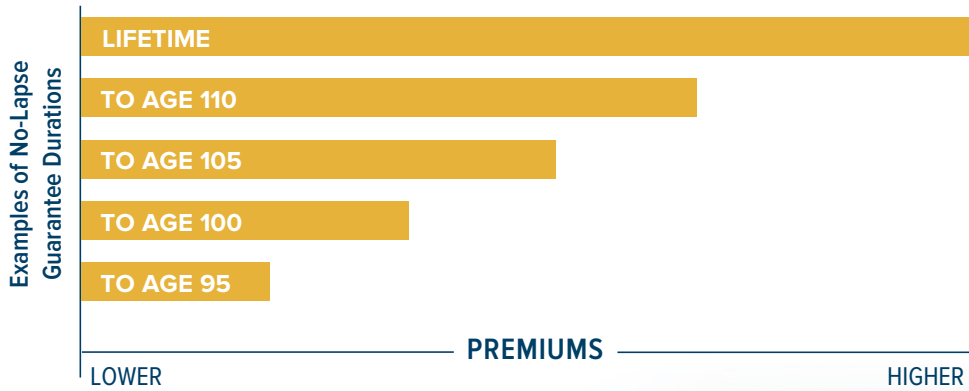
THE FREEDOM TO CHOOSE

guaranteed death benefit protection with flexibility to adjust as needed

Pacific Select Harbor VUL gives you options for a wide range of policy approaches that can be adjusted for ongoing needs throughout your lifetime. Your policy comes with no-lapse guarantee protection that you

may extend for any duration—up to lifetime.⁴ The longer the guaranteed duration, the higher the premium as shown in the chart below.

You Choose Your No-Lapse Guarantee Duration



Whether you need to change your death benefit guarantee or coverage, shift your cash value allocations or access your policy’s available cash value, you can customize your policy to help you meet your objectives or future needs.

Flexibility is yours.



Any policy withdrawals, loans and loan interest will reduce policy values and may reduce benefits.

The fixed options are part of Pacific Life Insurance Company’s general account and are backed by the company’s financial strength and claims-paying ability. A monthly asset-based charge is assessed across all investment options, which may reduce the effective yield earned in the Fixed Options. A monthly asset-based charge is assessed across all investment options, which may reduce the effective yield earned in the Fixed Options.

Every variable investment option has some degree of risk depending on what it invests in and what strategies it uses. While all variable investment options are subject to market risk, some investment options may be subject to greater volatility than others. The variable investment options are not FDIC insured or guaranteed.

Before investing you should talk to your financial professional and carefully read the applicable product and fund prospectuses for the risks, charges, and expenses associated with the investment options any variable universal life insurance product.

For investment option details, including transfer limits and other restrictions, talk to your life insurance producer and review the prospectus.

⁴ The Flexible Duration 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. For the guarantee to remain in place, the policyowner must not request an unscheduled increase in face amount and must remain 100% allocated among any of the Fixed Options, and the other Allowable Investment Options specified in the prospectus.



THE FREEDOM TO CHOOSE | *how you will use Pacific Select Harbor VUL*

Variable universal life insurance (VUL) from Pacific Life protects your family's financial future and can be used as a potential supplemental financial resource for you or your business.

SUPPLEMENT YOUR INCOME

For high income earners, saving for retirement can be a challenge due to limitations on contributions to qualified retirement plans. You can add a tax-diversified asset to your portfolio with Pacific Select Harbor VUL. The policy's death benefit will provide financial protection for your policy's beneficiaries, while its cash value can help you build a potential source of supplemental income.

BUSINESS BENEFITS

If you are a business owner, how can you help your business stand out in attracting top talent? One way may be through an executive bonus arrangement, in which your business pays taxable bonuses to an executive in the form of premium payments for a life insurance policy. The executive will receive the potentially lifelong benefit of cash value life insurance in addition to the financial protection provided by the policy's death benefit. Meanwhile, the bonused premiums are generally tax deductible as a business expense for the company.⁷

THREE POTENTIAL TAX ADVANTAGES

Pacific Select Harbor VUL provides three potential tax advantages which can benefit you and your family or business, today and tomorrow.

- 1 Tax-free⁵ income death benefit
- 2 Tax-deferred cash value growth potential
- 3 Tax-free⁶ supplemental income potential

Talk with your life insurance producer about the many ways life insurance may help your financial well-being and business planning needs.

⁵ For federal income tax purposes, life insurance death benefits generally pay income tax-free to beneficiaries pursuant to IRC Sec. 101(a)(1). In certain situations, however, life insurance death benefits may be partially or wholly taxable. Situations include, but are not limited to: the transfer of a life insurance policy for valuable consideration unless the transfer qualifies for an exception under IRC Sec. 101(a)(2)(i.e. the transfer-for-value rule); arrangements that lack an insurable interest based on state law; and an employer-owned policy unless the policy qualifies for an exception under IRC Sec. 101(j).

⁶ For federal income tax purposes, tax-free income assumes, among other things: (1) withdrawals do not exceed tax basis (generally, premiums paid less prior withdrawals); (2) policy remains in force until death (any outstanding policy debt at time of lapse or surrender that exceeds the tax basis will be subject to tax); (3) withdrawals taken during the first 15 policy years do not cause, occur at the time of, or during the two years prior to, any reduction in benefits; and (4) the policy does not become a modified endowment contract. See IRC Sec. 72, 7702(f)(7)(B), 7702A. Any policy withdrawals, loans, and loan interest will reduce policy values and may reduce benefits.

⁷ The deductibility of the bonus is subject to the reasonable compensation limits established by IRC Sec. 162(a).

The Power of Pacific

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 PacificLife.com.

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.



PACIFIC LIFE

Pacific Life Insurance Company
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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. Variable insurance products are distributed by **Pacific Select Distributors, LLC** (member FINRA & SIPC), a subsidiary of Pacific Life Insurance Company and are available through licensed third-party broker/dealers.

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, but they do not protect the value of the variable investment options. Look to the strength of the life insurance company with regard to such guarantees as these guarantees are not backed by the broker/dealer, insurance agency, 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 life insurance company.

Variable 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. Life insurance is subject to underwriting and approval of the application and will incur monthly policy charges.

Pacific Life Insurance Company reserves the right to change or modify any non-guaranteed or current elements.
The right to modify these elements is not limited to a specific time or reason.

This material reflects the Pacific Life Insurance Company policy features and benefits. All policy features and benefits may not be available through some broker/dealers.

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This material must be preceded or accompanied by the variable life insurance product prospectus. Contact your life insurance producer or visit www.Pacificlife.com for more information, including product and underlying fund prospectuses that contain more complete information about Pacific Life Insurance Company and a variable life insurance policy's risks, charges, limitations, and expenses, as well as the risks, charges, expenses and investment goals/objectives of the underlying investment options. Read them carefully before investing or sending money.

Investment and Insurance Products: Not a Deposit	Not Insured by any Federal Government Agency	
Not FDIC Insured	No Bank Guarantee	May Lose Value