



Discover Your Sweet Spot



PACIFIC LIFE

Pacific Life Insurance Company

**PACIFIC SELECT VUL
-ACCUMULATION**

FLEXIBLE PREMIUM VARIABLE
UNIVERSAL LIFE INSURANCE
WITH INDEXED OPTIONS

Client Guide

FOR YOUR FAMILY

FOR YOUR BUSINESS

FOR YOUR FUTURE

15-VAL-17B



THE FLEXIBILITY OF CASH VALUE LIFE INSURANCE

Financial Protection

A policy's proceeds are paid to policy beneficiaries when the insured dies.

Financial Potential

A policy's cash value has the potential to grow, less policy charges.

Financial Features

A policy's optional features are available for additional life insurance and financial needs.

PROTECT AND GROW

DISCOVER WHAT SWEETENS YOUR LIFE. THEN PROTECT AND NURTURE IT.

YOU BUILT AN IDYLIC HOME FOR YOUR
GROWING FAMILY.

YOU TURNED AN EPIC BUSINESS IDEA
INTO A THRIVING LEGACY.

YOU AND YOURS ARE LOOKING FOR THE
NEXT ADVENTURE ON THE HORIZON.

Wherever you discover your sweet spot in life, help protect and nurture it with Pacific Select VUL—Accumulation, a variable universal life insurance product from Pacific Life Insurance Company. It helps provide financial protection and income replacement in the event of the insured's death.

Policy form #P15PVA, P15PVA SP or ICC15 P15PVA, ICC15 P15PVA SP, based on state of policy issue.





FINANCIAL PROTECTION

A policy's proceeds are paid tax-free to policy beneficiaries when the insured dies. You have three choices for the death benefit payout structure: A (Level)—Death benefit equals the face amount; B (Increasing)—Death benefit equals the policy's face amount, plus accumulated value; C (Return of Premium)—Death benefit equals the policy's face amount, plus all premiums paid, less any withdrawals.

A Tax Consideration of Life Insurance

For federal income tax purposes, life insurance death benefits generally pay income tax-free to beneficiaries pursuant to IRC Section 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 Section 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 Section 101(j).



Your Growing Family

It seems to happen all so quickly. You meet someone. You get married. You build the idyllic home. You have a baby. You discover a new direction.

Life Is Sweet

More responsibilities, however, means your family has more to lose if something were to happen to you.

Help protect your partner, your home, and your child's future from financial vulnerability with a Pacific Select VUL–Accumulation life insurance policy.

STRATEGIES TO SUPPLEMENT YOUR RETIREMENT INCOME

Bridge Potential Income Gaps

For high income earners, Social Security benefits and 401(k) assets may not provide sufficient retirement income. If you are regularly maximizing contributions to qualified retirement plans, consider how life insurance may be used to help build for retirement while protecting your policy's beneficiaries.

Properly funded, a life insurance policy can provide financial protection against premature death now and supplemental income potential later through tax-free policy loans and withdrawals from the available cash value.

Life insurance is subject to underwriting and approval of the application and will incur monthly charges. If approved, a policy's face amount, premium limits, and policy performance, including the deduction of monthly policy charges, will limit its distribution potential. It is possible that the policy may not provide sufficient distribution potential to cover a retirement income shortfall.

Plug the Income Tax Gap

Many retirement savings plans grow tax-deferred but tax distributions at current income tax rates, reducing the potential net income you receive.

You can help make up the difference lost to taxes using tax-free policy loans and withdrawals from cash value life insurance.

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

Premium Payments

Your premiums are flexible. 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.

Policy Charges

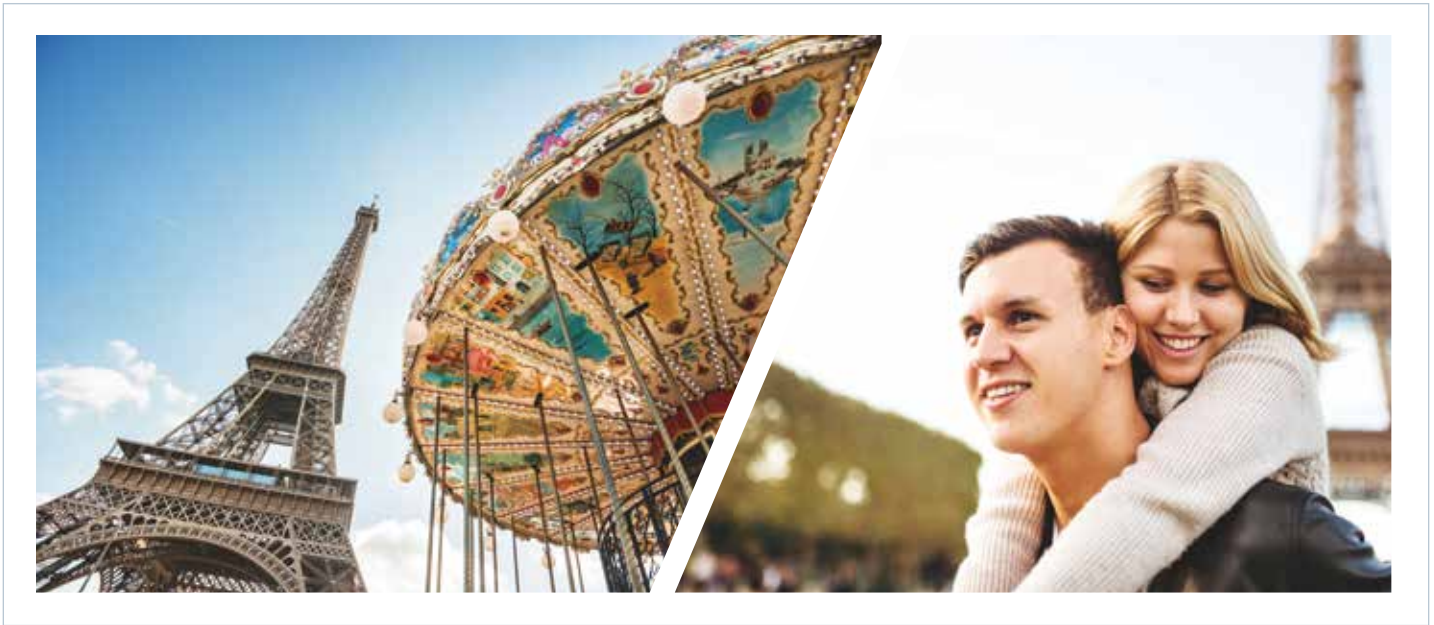
The cost of life insurance and benefits provided through the policy is deducted monthly in the form of policy charges, which include an Administrative Charge, Coverage Charge, Cost of Insurance Charge, and any applicable rider charges and indexed account charges. Additionally, a premium load is deducted from each premium payment. To understand how the policy charges will affect your policy's cash value, request a personalized illustration that includes the "Analysis of Charges" report. Policy charges will reduce the policy's effective rate of return. With respect to the interest credited to the Accumulated Value from the fixed or indexed options, applicable policy charges may exceed interest credited and may reduce the accumulated value.

Surrender Charges

If the policy is surrendered within the first 15 policy years, a surrender charge will apply. The surrender charge will reduce the amount of policy value available for a maximum loan, maximum withdrawal, or full surrender. Please see product prospectus for details.

Policy Face Amount Changes

You may increase or decrease the face amount on your policy; however, doing so may impact your policy charges and surrender charges. Please see product prospectus for details.



Your Future Horizons

Your sense of adventure has always been strong. It's only a matter of time before you head out on the road again with your favorite traveler.

Along with protecting your family and business, take care to protect your future. When you finally wind down your working days, you'll want enough income to discover the next sunset on the horizon.

Pacific Select VUL–Accumulation can be part of a strategy to help protect your family now and provide supplemental income potential later.

STRATEGIES TO HELP REWARD KEY EMPLOYEES

COVER KEY EMPLOYEES, GAIN A BUSINESS ASSET

If your business loses key employees, it may suffer financially. Reward top talent using an endorsement split dollar arrangement to buy cash value life insurance on key employees. As policyowner, your business generally retains access to the cash value as a company-owned asset.

Split dollar arrangements may be affected by the Sarbanes-Oxley Act of 2002, which prohibits personal loans by public companies to directors and executive officers. IRS regulations may impact the taxation.

ENHANCE EXECUTIVE BENEFITS, GAIN A TAX DEDUCTION

In today's competitive climate, how can your business stand out? Offer bonuses to your executives in the form of premiums for the potentially lifelong benefit of cash value life insurance. The premiums are generally tax deductible as a business expense.

The deductibility of the bonus is subject to the reasonable compensation limits established by IRC Sec. 162(a). Your employee benefits legal counsel can tell you whether this is an employee benefit plan under the Employee Retirement Income Act of 1974 and, if so, whether any additional requirements are necessary.

SUPPLEMENT RETIREMENT, RECOVER PLAN COSTS

For highly compensated executives, contribution limits on qualified plans and Social Security benefits may mean retirement income shortfalls. Offer them supplemental retirement income potential using cash value life insurance to informally fund a nonqualified deferred compensation plan. The policy's cash value can help informally fund the plan, and the policy's life insurance proceeds can help pay for the plan's cost when the insured executive dies.

Executives should be members of a select group of management or highly compensated employees per Department of Labor Reg. Sec. 2520.104-23.



Your Epic Business Idea

That idea you had really worked. As a successful business owner, partner, or member of a family firm, your entrepreneurial legacy is thriving.

Hiring the right experts to help implement your idea was key. They accelerated your success.

What If They Leave?

Offering your key employees incentives makes good business sense. A life insurance strategy using Pacific Select VUL–Accumulation may help you retain the expertise you need.

THE POWER TO HELP YOU SUCCEED

Your Investment Options

When you purchase a Pacific Select VUL–Accumulation policy from Pacific Life, you have the choice of more than 90 variable investment options for market-driven growth potential. For more information, ask your life insurance producer for Pacific Life investment option guides.

You may also choose the protection of guaranteed minimum interest crediting rates in 2 fixed and 2 indexed options. Indexed options do not directly participate in any stock or equities investments.

For investment option details, including transfer limits and other restrictions, please consult with your life insurance producer and review the accompanying prospectus.

You may also visit us online at PacificLife.com.





LIFE'S FULL POTENTIAL

Know Your Risk Level

Before purchasing a variable universal life insurance policy, talk to your life insurance producer and read the product and funds prospectuses. 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 carefully read the applicable product and fund prospectuses for the risks, charges, and expenses associated with the investment options and variable universal life insurance product.

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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