

The Power of Pacific, Now More Powerful

With Pacific Accelerated Life+ (PAL+)



PACIFIC LIFE

Pacific Life Insurance Company

For over 150 years, our unwavering focus has been the long-term best interests of your clients—our policyowners. From a convenient, all-digital application process to award-winning customer service, we put the power of Pacific to work for you and your clients.

And now, applying for life insurance with Pacific Life just got better with Pacific Accelerated Life+ (PAL+)—our dynamic and streamlined approach to underwriting. You apply, we do the rest!



Underwriting Innovation

Your clients could get up to \$3 million in coverage with no insurance exams or attending physician statements (APS). Your business can benefit from faster processing, greater transparency, and a touchless, paperless experience.



eCapabilities

Our end-to-end digital process can help you manage your life insurance business from submission to delivery with reduced touchpoints, real-time performance monitoring, and increased status updates.



Mutual Structure

Our mutual holding company structure helps us focus on serving the long-term best interests of your clients, our policyowners.



Award Winning Customer Service

We've won the Dalbar Insurance Service Award seven straight years.¹



Ethical Conduct

We were named One of the World's Most Ethical Companies in 2018, 2019, 2020, 2021, 2022, 2023 and 2024.²



Financial Strength

Our COMDEX score is 94 out of 100, in the top 6% of all life insurance companies.³

**Get to know the many reasons to love Pacific Life.
Questions? We're here to help. (888) 900-9777
or LynInternalSales@PacificLife.com**



The primary purpose of life insurance is to protect the policy beneficiaries from the adverse financial consequences of the insured's death.

- ¹ 2017, 2018, 2019, 2020, 2021, 2022, and 2023 Dalbar Insurance Service Award Winner for Consistent focus on improving the policyowner experience: <https://dalbar.com/Awards/Winners/75>.
- ² Ethisphere Institute named Pacific Life one of 2018, 2019, 2020, 2021, 2022, 2023 and 2024 World's Most Ethical Companies based on its compliance and ethics program, corporate citizenship, culture of ethics, corporate governance, and leadership, innovation, and reputation: https://worldsmoethicalcompanies.com/honorees/?fwp_industry=insurance.
- ³ The COMDEX is a composite score of the four independent raters of financial strength (A.M. Best, Fitch, Moody's, and Standard & Poor's). The COMDEX rates life insurance companies on a scale of 0 to 100, with 100 being the highest rating. As of Aug. 2024. For current ratings, visit www.PacificLife.com. COMDEX is not an affiliated company of Pacific Life Insurance Company.

THE PACIFIC LIFE PROMISE

At Pacific Life, putting customers first has allowed us to serve families and businesses successfully for over 150 years. As part of a mutual holding company structure, we have no publicly-traded stock, so we can focus on long-term strategies, financial strength, and the best interest of our policyowners.

You and your clients, our policyowners, are at the heart of the business decisions we make.

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

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.

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

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

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