



PACIFIC LIFE

Pacific Life Insurance Company



Pacific PremierCare® Choice Max

Whole Life Insurance with Long-Term Care Benefits¹

When Life Happens **We Give You Choices, Not Restrictions**

¹ Policy Form #P17PCH and S17PCHMAXS or ICC17 P17PCH and ICC17 S17PCHMAXS, based on state of policy issue. See back cover for certain policy exclusions and limitations. For costs and complete details of the coverage, contact your life insurance producer.



Explore the Power of Choice

You may not have planned for long-term care needs, and that's OK. More than 90% of Americans plan to self-insure against the financial risk of long-term care.² Part of living well is planning ahead. It may benefit you to consider your options.




If you need long-term care, will the rainy day fund you've set aside be sufficient to meet the rising costs of long-term care services?

What if you could keep the features you like most about self-insuring but use a financial vehicle that may better help you cover long-term care costs?

² Less than 8% of Americans have insurance for long-term care. Source: Robert Wood Johnson Foundation, Health Policy Snapshot "Long-Term Care: What Are the Issues?" February 2014.

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

Consider Another Option

BENEFITS IF YOU...	PLANNED: Hypothetical Existing Rainy Day Fund	CONSIDER: PACIFIC PREMIERCARE CHOICE MAX Whole Life Insurance with Long-Term Care (LTC) Benefits ³
	<h3>LIVE</h3> <p>Help pay for your long-term care expenses.</p>	<p>\$100,000</p>
<p>\$384,600 on Day One, \$719,036 at Age 80* Multiply the funds available for long-term care expenses.</p>		<h3>QUIT</h3> <p>Access to asset if long-term care is never needed.</p>
<p>\$100,000</p>	<p>\$100,000 Return of Premium Benefit paid upon surrender of the policy.[†]</p>	
<h3>DIE</h3> <p>Leave assets to heirs if long-term care is never needed.</p>	<p>\$100,000</p>	<p>\$100,000 Death proceeds paid to policy beneficiaries at the insured's death.</p>

WHAT'S THE RISK?

Will this rainy day fund be enough to cover your long-term care expenses?

WHAT'S THE RISK?

If you change your mind, you may only get the vested amount of your premium dollars back.

Long-term care benefits are reduced by any policy distributions (loans or terminal illness benefit). Death Proceeds and Return of Premium Benefit will also be reduced by policy distributions and long-term care benefits.

** Reflects total LTC Benefits, which are subject to monthly maximum benefit amounts. See page 4.*

† Return of Premium benefit is subject to a vesting schedule. Request a personalized quote for details.

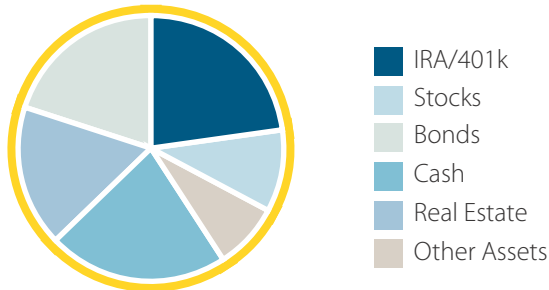
³ Pacific PremierCare Choice Max values based on \$100,000 one-time premium, female, age 60, nonsmoker with Couples Discount, 7-year LTC Benefit duration with 5% Simple Inflation Benefit Option elected at policy issue. Benefits will vary based on elections made at policy issue and at the time of claim. Unless otherwise stated, values are as of day one and assume no prior distributions taken. Request a personalized quote for details.

Embrace the Concept of Leverage

If you plan to self-insure, each dollar you've saved will pay for just one dollar of long-term care services. But, by repositioning a portion of your current assets into Pacific PremierCare Choice Max, you may leverage the dollars you've saved for greater long-term care protection. This greater protection begins on day one of the policy. If you elect an Inflation Benefit Option at policy issue, you may further increase your policy's long-term care benefits each year by 3% Simple, 5% Simple, or 5% Compound interest. If you do not elect an Inflation Benefit Option, your long-term care benefits will remain level. See the example below using an Inflation Benefit Option of 5% Simple Interest.⁴

Reposition a Portion of Your Current Assets

Hypothetical Retirement Assets



Increase Your Protection for Long-Term Care and Retain Control of Your Money With Money-Back Option or Death Proceeds

Reposition \$100,000 of Assets as a Single Premium to Increase Your Protection for Long-Term Care⁴

3.84X PREMIUM FOR LTC ON DAY 1

\$384,600

Day 1 Total LTC Benefits

(\$3,981 monthly maximum benefit)⁵

7.19X PREMIUM FOR LTC AT AGE 80

\$719,036

Age 80 Total LTC Benefits

(\$7,962 monthly maximum benefit)⁵

RETURN OF PREMIUM BENEFIT OR DEATH PROCEEDS

Money-Back Option

Return of Premium Benefit*

—OR—

Death Proceeds to Beneficiaries
\$100,000

Long-term care benefits are reduced by any policy distributions (loans or terminal illness benefit).

Death Proceeds and Return of Premium Benefit will also be reduced by policy distributions and long-term care benefits.

**Return of Premium Benefit is subject to a vesting schedule. Request a personalized quote for details.*

⁴ Example based on: \$100,000 single premium, female, age 60, nonsmoker with Couples Discount, 7-year LTC Benefit duration with 5% Simple Inflation Benefit Option elected at policy issue. Values will vary based on elections made at policy issue and at the time of claim. Unless otherwise stated, values are as of day one and assume no prior distributions taken. Request a personalized quote for details.

⁵ Where monthly benefit payments are made as reimbursements, the monthly maximum benefit may be limited to the cost of covered long-term care expenses actually incurred, which may be less than the Monthly Maximum Benefit. The Monthly Maximum Benefit may be pro-rated based on the actual number of days that the insured is chronically ill or confined to a facility. Benefit Payments for Qualified Long-Term Care (LTC) Services may be subject to a one-time elimination period and are provided by the Accelerated Benefit Rider (ABR) for Long-Term Care (Form # R17ABR or ICC17 R17ABR, R17ABRI or ICC17 R17ABRI) and the Extended Benefit Rider (EBR) for Long-Term Care (Form # R17EBR or ICC17 R17EBR, R17EBRI or ICC17 R17EBRI) (form #s based on state of policy issue and policy elections.) The amount and duration of the policy's maximum LTC Benefits and premium will be based on policy elections. The actual amount and duration of LTC benefit payments may vary based on policy use. Covered LTC Benefit payments may occur until the total LTC Benefits are exhausted. Your life insurance producer can provide you with additional information on other available options. Coverage durations elected for longer than two years are provided through a combination of the ABR and EBR. Charges for the ABR, EBR, and any Inflation Benefit Option are included in the scheduled premium payment(s).

Care Coordination at No Additional Cost

Beyond dollars and cents, you may need help navigating the complexities of the U.S. health care system if you develop a chronic illness and need long-term care. To make accessing your benefits as easy as possible, Pacific Life Insurance Company offers expert care coordination services at no additional cost.⁶

Our licensed health care practitioners can help:

- Initiate and guide you through the claims process
- Certify your benefit eligibility⁷ and develop a written plan of care
- Help you find appropriate, eligible providers of qualified long-term care services
- Offer caregiver training to your loved ones and/or designated representative

What's Covered?

More than just nursing home care, your policy covers a wide range of services:⁷



Home and Community Services

- Adult Day Care Center
- Alternative Care
- Care Coordination⁶
- Caregiver Training
- Durable Medical Equipment
- Home and Community Care
- Home Modification



Facility-Based Services

- Assisted Living Facility
- Hospice Facility Care
- Nursing Home Facility

⁶ Pacific Life Insurance Company's care coordination services are provided at no cost. If you use other care coordination services, payment of such services will be limited to your policy's available LTC Benefits.

⁷ To access your policy's LTC Benefits, contact a Pacific Life Care Coordinator or any other licensed health care practitioner for help in certifying your chronic illness condition. Chronic illness is the inability to perform at least 2 of 6 Activities of Daily Living (bathing, continence, dressing, eating, toileting, and transferring (to and from bed, wheelchairs, etc.) or being severely cognitively impaired and requiring substantial supervision. To continue your eligibility for policy benefits, a licensed health care practitioner will need to re-certify your written plan of care and continued need for qualified long-term care services at least annually thereafter. Your policy's LTC Benefits are subject to an elimination period of 0 to 90 days, depending on policy elections. Request a personalized quote for details.

Pacific PremierCare Choice Max



Guaranteed Benefits

Unlike some other forms of long-term care insurance, one premium payment⁸ guarantees policy benefits from day one of the policy for long-term care, return of premium, or death proceeds. Pay once and you're done. Guaranteed.



Tax-Free Benefits

Your policy's LTC Benefits are intended to be tax-free.⁹ And if you never need long-term care, your policy's death proceeds are also generally tax-free.¹⁰



Couples Discount

If you are in a state-sanctioned marriage, civil union, or domestic partnership, you will receive a discount on your premiums. This discount does not require both individuals to buy a policy.



⁸ As long as the premium(s) is paid when due, the long-term care (LTC) coverage as issued will continue as long as the insured lives, or until the policy is surrendered at the owner's request, or until the maximum LTC benefits have been paid, or until policy lapse. Prior to lapse, the policy provides a Grace Period of 61 days to pay an amount sufficient to keep the policy in force as issued.

⁹ This product is intended to provide federally tax-qualified long-term care insurance as defined in IRC Section 7702B(b). Tax treatment of long-term care benefits may depend on factors such as the amount of benefits in relation to certain IRS limitations (referred to as "per diem" limitations), the amount of qualified expenses incurred or if similar benefits are being received under other contracts. When benefits are received from multiple policies providing long-term care for a given insured, including policies with different owners, those benefits must be aggregated to determine their taxability. 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.

¹⁰ 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). Additionally, a portion of the product's Death Proceeds may be income taxable if the policy was issued as part of an IRC Sec. 1035 income tax-free exchange and/or in certain situations where long-term care benefits were paid out prior to death. Clients should consult with qualified and independent legal and tax advisors.

Streamlined Application

Apply by simply completing a phone call. Pacific Life Insurance Company takes care of the rest. We will order all requirements, including an Attending Physician Statement for applicants age 50 and older. Underwriting decisions typically occur within days of receiving all requirements for a streamlined application experience.¹¹

The Power to Help You Succeed

Offering insurance since 1868, Pacific Life provides a wide range of life insurance products, annuities, and mutual funds, and offers a variety of investment products and services to individuals, businesses, and pension plans. Pacific Life counts more than half of the 100 largest U.S. companies as its clients. For additional company information, including current financial strength ratings, visit www.PacificLife.com.

Pacific Life refers to Pacific Life Insurance Company and its affiliates, including Pacific Life & Annuity Company. Client count as of June 2017 is compiled by Pacific Life using the 2017 FORTUNE 500® list.



Explore the Power of Choice.

**REQUEST A PERSONALIZED QUOTE
FROM YOUR FINANCIAL PROFESSIONAL TODAY.**

¹¹ This product is subject to underwriting and approval of the application and may include obtaining records from your physician. No medical exam is required, but a Medical Information Bureau (MIB) and prescription report will be ordered and a Personal History Interview and Cognitive Assessment will be performed via telephone as part of the underwriting process.

This material is not intended to be used, nor can it be used by any taxpayer, for the purpose of avoiding U.S. federal, state or local tax penalties. This material is written to support the promotion or marketing of the transaction(s) or matter(s) addressed by this material. 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.

Exclusions, Exceptions, and Limitations: Pacific Life will not pay benefits for care or services: 1) provided by the Insured's Immediate Family unless he or she is a regular employee of an organization which is providing the treatment, service or care; and the organization receives the payment for the treatment, service or care; 2) for which no charge is normally made in the absence of insurance; 3) provided outside the United States of America; 4) that result from an attempt at suicide (while sane or insane) or an intentionally self-inflicted injury; 5) that result from alcoholism or drug addiction; 6) that result from committing or attempting to commit or participating in a felony, riot or insurrection; 7) provided in a government facility (unless otherwise required by law); 8) for which benefits are available under Medicare (including amounts that would be reimbursable but for the application of a deductible or coinsurance amount) or other governmental program (except Medicaid), any state or federal workers' compensation, employer's liability or occupational disease law, or any motor vehicle no-fault law. No benefits will be paid for services received while the Accelerated Benefit Rider (ABR) and the Extended Benefit Riders (EBR) for Long-Term Care are not in effect.

Pre-Existing Conditions Limitation: A pre-existing condition means a condition for which medical advice or treatment was recommended by, or received from, a provider of health care services, within six months of the Policy Date. We will not reduce or deny any claim under this Rider because of a pre-existing condition or disease that is disclosed on the Application. Any loss occurring within six months of the Policy Date with respect to a pre-existing condition or disease not disclosed on the application will not be covered.



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Pacific Life Insurance Company is licensed to issue insurance products in all states except New York. Product 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 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.

Pacific Life Insurance Company's individual life insurance products are marketed exclusively through independent third-party life insurance producers, which may include bank affiliated entities. Some selling entities may limit availability of some optional riders based on their client's age and other factors. Your life insurance producer can help you determine which optional riders are available and appropriate for you.