

# If It's Indexed Universal Life Insurance (IUL), It Ought to be from a Mutual Company



**PACIFIC LIFE**

IUL clients depend on the life insurance company to continue to offer competitive indexed growth cap rates over the life of their policy. Mutual companies are owned by their policyowners—not outside shareholders—and can make financial decisions without the pressure of providing a dividend to their stockholders.

As a mutual holding company, Pacific Life Insurance Company answers to policyowners, not shareholders. As of October 1, 2013, policyowners who purchased our very first IUL product in September 2005 still enjoy the same indexed growth cap (12%) as they did the day they bought the policy. Most other companies cannot make that claim (see the table below):

Company	Company Structure	First-Generation IUL Product	Initial Cap Rate <sup>1</sup>	Current Cap Rate for Inforce <sup>2</sup>	Guaranteed Minimum Cap	Current Cap for New Products Today <sup>3</sup>
Pacific Life	Mutual Holding Company	<i>Pacific Life Insurance Company's Pacific Indexed Performer LT (Policy Form No. PnPIP)</i>	12%	12%	3%	12%
Allianz	Stock	<i>GenDex</i>	19%	17%	4%	12%
Aviva	Stock	<i>Vision Builder</i>	12%	9.75%	4%	11.5%
ING	Stock	<i>Strategic Accumulation Builder</i>	10%	9.5%	3.5%	12%
Lincoln	Stock	<i>Life Elements</i>	11.5%	11%	1%	13%
Life of the Southwest	Mutual Holding Company	<i>SecurePlus Provider</i>	12%	10.5%	3%	13%
American General	Stock	<i>Elite Index UL</i>	12%	10.75%	0%	11.5%
North American	Employee-Owned	<i>Custom Builder 1</i>	12.5%	13.5%	3%	13.5%
Midland	Employee-Owned	<i>XL-CV</i>	14%	14%	4%	14.5%
Penn Mutual	Mutual	<i>Accumulation Builder</i>	14%	11.75%	4%	13%
Minnesota Life	Mutual Holding Company	<i>Eclipse</i>	17%	13%	0%	13%
Transamerica	Stock	<i>Indexed UL</i>	21%	12.5%	0%	12.5%

*“As a mutual company with no publicly traded stock, we operate in the best interest of our policyowners and clients. Regardless of the economic climate, we remain focused on the long-term to deliver consistent and dependable value.”*

*—Jim Morris, Pacific Life Insurance Company Chairman and CEO*

In addition to death benefit protection, IUL allows policyowners to apply their policy cash values among fixed and indexed accounts.

Pacific Life's individual life insurance products are marketed exclusively through independent third-party life insurance producers, which may include bank-affiliated entities.

Pacific Life refers to Pacific Life Insurance Company and its affiliates, including Pacific Life & Annuity Company. Insurance products are issued by Pacific Life Insurance Company in all states except New York and in New York by Pacific Life & Annuity Company. Product availability and features may vary by state. Each insurance company is solely responsible for the financial obligations accruing under the products it issues. Insurance products and their guarantees, including optional benefits and any fixed subaccount 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.

Indexed Universal Life (IUL) 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.

Non-guaranteed elements are not guaranteed by definition. As such, Pacific Life reserves the right to change or modify any non-guaranteed element. This right to change non-guaranteed elements is not limited to a specific time or reason.

The indexed universal life products discussed in this presentation do not directly participate in any stock or equity investments. Failure to maintain the policy to maturity may result in no participation in the equity index.

The companies listed in this presentation are not affiliated companies of Pacific Life.

Values for all policies contain guaranteed and non-guaranteed elements, including but not limited to current interest rate and current cost of insurance rates. This is not an estimate of future performance. Companies use different methods in determining current non-guaranteed elements and there will be variations in their values and meanings. Index interest rate is not guaranteed.

This flyer is intended to compare Pacific Life Insurance Company's Pacific Indexed Accumulator in reference to similar life insurance products from other insurance carriers. Products are not identical. Competitor information presented is based on publicly available data, illustrations, or data (as of February 1, 2013) received directly from the company. While we believe the information is accurate, we cannot assure you that this is the most current information. Please contact the company for a current illustration of its product.

Many life insurance products have some flexibility in how they are structured. For example, death benefit coverage under certain products may be provided through a combination of the base policy and any available term or other riders. Each policy selected, illustrated, and sold should be structured based upon your client's particular insurance needs and financial objectives. It is your responsibility to know that the particular policy selected, illustrated, and sold will best meet your client's needs and objectives both now and in the future.

<sup>1</sup>Cap rate when product was first issued

<sup>2</sup>Cap rate as of February 2013 on first-generation IUL product

<sup>3</sup>Cap rate on company's currently-marketed IUL product: Pacific Life Insurance Company-Pacific Indexed Performer – LT (PIP-LT; Policy Form No. P11PIP or ICC11 P11PIP, Form number based on state in which policy is issued); Allianz LifePro+, American General Elite Choice Index GUL; Aviva Lifetime Builder III; ING Indexed UL Global Choice; Life of the Southwest Flex Life; Lincoln National LifeReserve 2011 IUL Accumulator; Midland National XLCV4; Minnesota Life Eclipse IL; North American Builder IUL; Penn Mutual Accumulation Builder Choice; Transamerica IUL II.

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

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