

BULLETIN

A Communication from
the Life Insurance Division



PACIFIC LIFE

Pacific Life Insurance Company

DATE: September 4, 2020

TO: Broker General Agencies, Life Insurance Producers, Office Administrators, and Technical Staff

SUBJECT: New Rates for PL Promise Term Life Insurance Effective September 7, 2020

| Category | |
|-------------------------------------|----------------|
| <input type="checkbox"/> | Administration |
| <input type="checkbox"/> | Compliance |
| <input type="checkbox"/> | Marketing |
| <input checked="" type="checkbox"/> | Product |
| <input type="checkbox"/> | Risk Selection |
| <input type="checkbox"/> | Miscellaneous |

New Rates for PL Promise Term Life Insurance

On September 7, 2020, Pacific Life is adjusting rates for PL Promise Term,¹ a product specifically designed to serve the death benefit protection needs of the broad market consumer (household incomes of \$50K to \$250K).

Our commitment to providing affordable life insurance coverage for everyday consumers remains strong. For this repricing, new rates may be higher or lower than the old rates. Rates have been refreshed to increase consistency for solid competitiveness across all combinations of terms, risk classes, male/female, and issue ages. You will find more aggressive price reductions for standard and better risk classes and more.

Targeted “Sweet Spots”

- Face amounts up to \$100K – all term durations, male/female, preferred risk classes, all ages
- Competitive positioning for monthly modes, longer terms, and preferred risk classes, with emphasis on select no-nicotine
- PL Smooth Sailing fluidless underwriting program for ages 50-69 (page 2 for details)

Competitive Strengths

- Substandard pricing (+20% per table versus the traditional +25%)
- Monthly Premium mode (monthly premiums)
- eCapabilities and digital solutions resulting in shorter cycle times and higher placement rates

Ongoing Adjustments

- Refreshed rates to increase consistency for solid competitiveness across all combinations of terms, risk classes, male/female, and issue ages

¹ PL Promise Term is level premium term life insurance. Policy Form #P16LYT or ICC16 P16LYT and S16LYT10, S16LYT15, S16LYT20, S16LYT25, or S16LYT30, based on level premium period chosen and state of policy issue.

Transition Period

The new PL Promise Term rates go into effect beginning **September 7, 2020** for all states except NY. A 60-day transition period from September 7, 2019 through November 5, 2020 is provided. (See chart below.)

During the transition period, a request to use the lower rates is not required. The difference between any premiums received that are higher than the lowest premium available will be automatically adjusted for the client during this window.

Transition Rules

| States | Dates | Detail |
|----------------------|--|--|
| All states except NY | September 7, 2020 through November 5, 2020 | From September 7, 2020 through November 5, 2020, the lower of the prior and new PL Promise Term rates will apply for policies issued during the transition period arising from: <ul style="list-style-type: none">• Applications received on or after September 7, 2020.• Pending policies due to be issued on or after September 7, 2020.• The difference between premiums received that are higher than the lowest premium available will be adjusted for the client during this window. |
| | November 6, 2020 | <ul style="list-style-type: none">• Starting November 6, 2020, all new and pending applications will receive the new PL Promise Term rates.• No exception requests will be granted on or after November 6, 2020. |
| | Inforce Business | <ul style="list-style-type: none">• For inforce business, reissues will not be made. |

Quotes

The new rates for PL Promise Term are available on Winflex Web, IXN, VitalTerm, iPipeline, and CompuLife.

PL Smooth Sailing Underwriting—a predictable alternative to today’s unpredictable fluidless offerings!

Streamline the application/underwriting process with no credit scores or ‘Black Box’ scoring / rate class restrictions. For qualification requirements and to market this opportunity use the [PL Smooth Sailing Marketing Toolkit](#).

Sales and Marketing Materials

Pacific Life remains committed to making it easier for Brokerage General Agents (BGAs) and life insurance producers to do business with us.

To ensure you and your producers have the most current information related to Marketing Materials, Producer status, Commissions, and Pending Case status, we invite you to access the Producer Bay website by clicking on the link: <http://producerbay.pacificlife.com/>. If you have questions or trouble accessing the Producer Bay website, please contact us at LynDistributorServices@PacificLife.com or (844) 238-4872.

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 is licensed to issue insurance products in all states except New York. Product/material 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 offers its products through independent third-party life insurance producers who may be appointed with multiple insurance carriers, which may include Pacific Life Insurance Company.

Life insurance is subject to underwriting and approval of the application.

This bulletin is distributed through Pacific Life, Lynchburg, VA (844) 276-5759.

Pacific Life Insurance Company's Home Office is located in Newport Beach, CA.

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| Not FDIC Insured | No Bank Guarantee | May Lose Value |