

“We are proud to celebrate 150 years of service to our policyholders, helping hundreds of thousands of individuals and families with their financial needs.

We remain committed to creating innovative products and services that stand the test of time, providing value and financial security for current and future generations.”

JAMES T. MORRIS, CHAIRMAN, PRESIDENT AND CEO,
PACIFIC LIFE INSURANCE COMPANY

THANK YOU FOR BEING PART
OF OUR CONTINUING STORY.

Learn about what Pacific Life
can do for you today at
PACIFICLIFE.COM

Explore Pacific Life's heritage at
PL150YEARS.COM



OUR EXPERTISE

Financial Protection
Income for Life
Retirement Income
Wealth Accumulation
Wealth Preservation

OUR PRODUCTS

Annuities
Investment Products and
Services for Businesses
Life Insurance
Mutual Funds



EMPOWERING
SUCCESS
FOR **150 YEARS**



PACIFIC LIFE

PIONEERING A LEGACY



Founded in California in 1868 with the backing of prominent community members, Pacific Life quickly rises to become a leading national insurance agency. Customer-focused products and a strong sales model attract talented employees and agents.

SAVING STANFORD UNIVERSITY

Leland Stanford, Pacific Life's first president, is presented with the company's first policy. Twenty-five years later, Stanford's widow will use funds from the policy to keep Stanford University's doors open during a financial crisis.



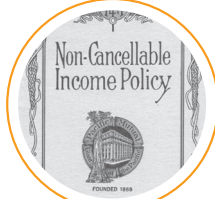
1868
The Pacific Mutual Life Insurance Company of California is founded in Sacramento.

1881
The home office moves to San Francisco.



1885
The company begins offering accident policies to protect policyholders from unexpected loss of income.

1905
Pacific Life has \$61 million of life insurance in force and a presence in 40 states and territories.



1941
Pacific Life issues its first group annuity pension contract.

1936
Popular non-cancellable disability policies threaten Pacific Life's financial security. California's insurance commissioner rules that the company must be reorganized.

1932
Pacific Life begins supporting the United Way.

1914
The company establishes a correspondence program, the School for Salesmen, to offer better training to its agents.



1906
The home office is destroyed in an earthquake, and the Pacific Life headquarters moves to Los Angeles.



COMMITTING TO POLICYHOLDERS
Part of Pacific Life's rehabilitation plan, completed in 1959, includes steps to mutualize and transfer ownership of the company to its policyholders, which allows the company to focus on long-term benefits to policyholders rather than quick returns to stockholders.

Faced with some of the toughest moments in its history—earthquake, war, financial struggles—Pacific Life focuses on its policyholders and establishes a long-term vision for the growing company.

VISION AND PROMISE

INNOVATING FOR THE FUTURE



As it enters its second century, Pacific Life explores new ways to serve its policyholders and communities, becoming a more dynamic and responsive company as it continues to grow.

INVESTING IN OUR COMMUNITIES

Since establishing the Foundation, it has increased its yearly donations from \$300,000 in 1985 to \$6.25 million in recent years. Through the Good Guys volunteer program, established in 1985, employees volunteer thousands of hours of service in communities across the nation.



1955
Pacific Life installs the first UNIVAC computer in a private company west of the Mississippi.

1972
The home office moves to its current location in Newport Beach.

1983
Pacific Life starts a relationship with the M Group and begins transitioning from a career agency model to an independent brokerage model.



1984
The Pacific Mutual Foundation is established with a \$3 million endowment.

1992
The company wins the right to rehabilitate the failing First Capital Life and provide protection for its former policyholders.

1994
PIMCO, the successful investment management subsidiary of Pacific Life, is spun off into an independent company.



2018
Pacific Life celebrates 150 years of supporting financial advisors and policyholders.

2016
Pacific Life purchases a new term life insurance platform and launches a business center in Lynchburg, Virginia.

2010
The Retirement Solutions Division is created from the Annuities and Mutual Funds Division to offer broader solutions to income needs.

2008
Pacific Life purchases Scottish Re Group Limited and creates the subsidiary Pacific Life Re.

2005
The company moves its state of domicile to Nebraska and saves millions in taxes. The Omaha operations center opens.

Aviation Capital Group becomes a wholly owned subsidiary.

2001
Pacific Life introduces its first line of retail mutual funds.

1997
Pacific Life converts to a mutual holding company to increase its financial flexibility.



CREATING A SYMBOL OF STRENGTH

Pacific Life rebrands itself as part of its transition to a mutual holding company. Pacific Life launches its first national TV advertising campaign and creates a new logo—with the powerful and inspiring symbol of a humpback whale.

Innovative solutions and best-in-class service are hallmarks of the company throughout its history and key to its present-day growth. As it prepares for another 150 years of service, Pacific Life is focused on empowering policyholders and clients for long-term success.

STRENGTH TO GROW