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

The company begins offering accident insurance in 1885.

1881 The home office moves to San Francisco.

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

1888 The company begins offering accidental death and permanent disability insurance.

1889 Pacific Life begins offering annuity policies.

1891 Pacific Life issues the first group policy.

1893 Pacific Life establishes the Pacific School for Salesmen, to offer better training to its agents.

1904 Pacific Life begins supporting other community organizations.

1911 Pacific Life establishes a long-term vision for the growing company.

1918 Pacific Life establishes a diverse product offering, leading to its rapid growth.

1923 Pacific Life begins supporting the arts and culture.

1929 Pacific Life establishes a comprehensive range of life insurance products.

1933 Pacific Life begins supporting youth organizations.

1936 Pacific Life introduces a new line of life insurance products.

1941 Pacific Life issues its first group policy.

1945 Pacific Life enters the annuity market.

1950 Pacific Life introduces its first line of investment products.

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

1960 Pacific Life begins offering disability insurance.

1965 Pacific Life establishes a community service program.

1970 Pacific Life introduces its first line of retirement products.

1975 Pacific Life begins supporting environmental organizations.

1980 Pacific Life introduces its first line of long-term care products.

1985 Pacific Life establishes a new logo.

1990 Pacific Life begins offering mortgage insurance.

1995 Pacific Life begins offering retirement planning services.

2000 Pacific Life begins offering life insurance products.

2005 Pacific Life enters the annuity market.

2010 Pacific Life begins offering long-term care products.

2015 Pacific Life begins offering auto insurance.

2020 Pacific Life begins offering health insurance.

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.

VISION AND PROMISE

Pacific Life is focused on long-term success.

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.