

**Pacific Life Insurance Company
Internet Summary**

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Founded in 1868, Pacific Life Insurance Company is a California based company that provides insurance products, individual annuities, mutual funds, group employee benefits, and offers to individuals, businesses, and pension plans a variety of investment products and services. Today, there are three primary companies in their corporate structure. These companies include Pacific Life Insurance Company, Pacific Mutual Holding Company, and Pacific Lifecorp.

By comparing Pacific Life to three of its main competitors, Prudential Financial, US Life, and American General, Pacific Life's financial strengths and weaknesses become apparent. Focusing on policy dividends/earnings, general expenses/total income, return on assets, return on equity, net yield on mean invested assets, and debt to equity allows potential investors to understand the similarities and differences between these insurance companies. Scrutinizing the ratios above clearly proves that Pacific Life resides somewhere in the middle of the pack when compared to its competitors. They have a high policy dividends/earnings ratio and net yield on mean invested assets, as well as a comparably low general expenses/total income ratio. While these are all positives for perspective investors, the firm's extremely low ROA and ROE ratios, as well as their incredibly high debt to equity ratio make them less attractive.

From a potential investors point of view however, financial strength is not the only thing that they should consider. Ethics in today's marketplace have become increasingly important. For example, American General appears to be a much stronger insurance company financially speaking, but due to alleged accounting scandals every publicly traded company in the industry took a huge hit, and consequently investors have become timid. However, Pacific Life, though not publicly traded, is a member of IMSA (Insurance Marketplace Standards Association), and if ethical standards were to become a make-or-break factor for an investor, this would surely give Pacific Life the edge.

When evaluating Pacific Life from a potential investor's point of view, one of the biggest things they should measure is potential growth. It is very clear that Pacific Life has the ability to grow, and quite possibly grow at a substantial rate. Judging from the distribution channels, the current sales, and vast amount of products that Pacific Life is currently selling the company could become very strong and stable, setting itself up for significant expansion if they decide to become publicly traded. Therefore, any potential life insurance investor should view Pacific Life as a strong buy.