SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934
or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
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☐ Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

☑ Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

1. Name and Address of Reporting Person*
Colis Peter George
(Last) (First) (Middle)
C/O ETHOS TECHNOLOGIES INC.
1606 HEADWAY CIRCLE #9013
(Street)
AUSTIN TX 78754
(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
Ethos Technologies Inc. [LIFE]
Foreign Trading Symbol

3. Date of Earliest Transaction (Month/Day/Year)
08/19/2026

4. If Amendment, Date of Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
☑ Director
10% Owner
☑ Officer (give title below)
Other (specify below)
CEO and Secretary

6. Individual or Joint/Group Filing (Check Applicable Line)
☑ Form filed by One Reporting Person
Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	08/19/2026		C		27,924	A	(1)	1,593,884(2)	D	
Class A Common Stock	08/19/2026		S(3)		23,653	D	$32.89(4)	1,570,231(2)	D	
Class A Common Stock	08/19/2026		S(3)		4,271	D	$33.61(5)	1,565,960(2)	D	
Class A Common Stock	08/20/2026		C		27,924	A	(1)	1,593,884(2)	D	
Class A Common Stock	08/20/2026		S(3)		13,180	D	$32.6(6)	1,580,704(2)	D	
Class A Common Stock	08/20/2026		S(3)		14,744	D	$33.23(7)	1,565,960(2)	D	
Class A Common Stock	08/21/2026		S(3)		24,564	D	$33.3(8)	1,541,396(2)	D	
Class A Common Stock	08/21/2026		S(3)		4,036	D	$33.85(9)	1,537,360(2)	D	
Class A Common Stock								16,948(10)	I	by trust(11)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Class B Common Stock	(1)	08/19/2026		C			27,924	(1)	(1)	Class A Common Stock	27,924	$0	6,182,605	D	
Class B Common Stock	(1)	08/20/2026		C			27,924	(1)	(1)	Class A Common Stock	27,924	$0	6,154,681	D	
Class B Common Stock	(1)							(1)	(1)	Class A Common Stock	128,893		128,893	I	by trust(12)
Class B Common Stock	(1)							(1)	(1)	Class A Common Stock	214,822		214,822	I	by trust(13)

Explanation of Responses:

1. Each share of Class B Common Stock held by the Reporting Person will automatically convert into one share of Class A Common Stock upon the sale or transfer of such share of Class B Common Stock, subject to certain exceptions, and in certain other circumstances described in the Issuer's amended and restated certificate of incorporation. Each share of Class B Common Stock is convertible at any time at the option of the Reporting Person into one share of Class A Common Stock. The Class B Common Stock has no expiration.

2. Includes shares issuable on settlement of restricted stock units.

3. This transaction was made pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on May 12, 2026, and occurred pursuant to the pre-established terms of such plan rather than as a result of a discretionary decision by the Reporting Person to sell shares at that time.

4. The price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from $32.37 to $33.36 inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

5. The price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from $33.37 to $34.20 inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

6. The price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from $31.845 to $32.84 inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

7. The price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from $32.845 to $33.82 inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

8. The price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from $32.68 to $33.62 inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

9. The price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from $33.685 to $34.00 inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

10. The securities held by the Reporting Person reported herein reflect the receipt of securities pursuant to pro rata distributions in kind, for no additional consideration. The receipt of such securities by the Reporting Person was not required to be reported pursuant to Section 16 by virtue of the exemption from reporting pursuant to Rule 16a-9.

11. The shares are held by the Colis Zhan Family Trust (the "Trust"). The Reporting Person is a trustee of the Trust.

12. Shares held by John N. Colis, not individually, but solely as Trustee of the Peter G. Colis Family Trust U/A/D 7/4/2021.

13. Shares held by Cresset Trust Company, a South Dakota-charted public trust company solely as Trustee of the PGC Beta Trust U/A/D 10/18/2024.

/s/ Charlie York, Attorney-in-Fact	08/21/2026
** Signature of Reporting Person	Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, *see* Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.