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*
SC US (TTGP), LTD.
(Last) (First) (Middle)
2800 SAND HILL ROAD SUITE 101
(Street)
MENLO PARK CA 94025
(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)

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[(1)]		19,349	A	$0	19,349	I	Spelunker Channel Holdings, LLC[(2)(3)]
Class A Common Stock	08/19/2026		C[(1)]		15,472	A	$0	15,472	I	Nalrena, L.L.C.[(2)(3)]
Class A Common Stock	08/19/2026		S[(4)]		19,349	D	$32.8215	0	I	Spelunker Channel Holdings, LLC[(2)(3)]
Class A Common Stock	08/19/2026		S[(4)]		15,472	D	$32.8215	0	I	Nalrena, L.L.C.[(2)(3)]
Class A Common Stock	08/20/2026		C[(1)]		59,897	A	$0	59,897	I	Spelunker Channel Holdings, LLC[(2)(3)]
Class A Common Stock	08/20/2026		C[(1)]		47,898	A	$0	47,898	I	Nalrena, L.L.C.[(2)(3)]
Class A Common Stock	08/20/2026		S[(5)]		19,924	D	$32.522	39,973	I	Spelunker Channel Holdings, LLC[(2)(3)]
Class A Common Stock	08/20/2026		S[(5)]		15,933	D	$32.522	31,965	I	Nalrena, L.L.C.[(2)(3)]
Class A Common Stock	08/20/2026		S[(6)]		37,250	D	$33.3745	2,723	I	Spelunker Channel Holdings, LLC[(2)(3)]
Class A Common Stock	08/20/2026		S[(6)]		29,788	D	$33.3745	2,177	I	Nalrena, L.L.C.[(2)(3)]
Class A Common Stock	08/20/2026		S[(7)]		2,723	D	$34.0517	0	I	Spelunker Channel Holdings, LLC[(2)(3)]
Class A Common Stock	08/20/2026		S[(7)]		2,177	D	$34.0517	0	I	Nalrena, L.L.C.[(2)(3)]

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

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(1)			19,349	(1)	(1)	Class A Common Stock	19,349	$0	59,897	I	Spelunker Channel Holdings, LLC(2)(3)
Class B Common Stock	(1)	08/19/2026		C(1)			15,472	(1)	(1)	Class A Common Stock	15,472	$0	47,898	I	Nalrena, L.L.C.(2)(3)
Class B Common Stock	(1)	08/20/2026		C(1)			59,897	(1)	(1)	Class A Common Stock	59,897	$0	0	I	Spelunker Channel Holdings, LLC(2)(3)
Class B Common Stock	(1)	08/20/2026		C(1)			47,898	(1)	(1)	Class A Common Stock	47,898	$0	0	I	Nalrena, L.L.C.(2)(3)
Class B Common Stock	(1)							(1)	(1)	Class A Common Stock	6,823,189		6,823,189	I	Sequoia Capital U.S. Venture Fund XV, L.P.(8)(9)
Class B Common Stock	(1)							(1)	(1)	Class A Common Stock	287,297		287,297	I	Sequoia Capital U.S. Venture Partners Fund XV (Q), L.P.(8)(9)
Class B Common Stock	(1)							(1)	(1)	Class A Common Stock	103,310		103,310	I	Sequoia Capital U.S. Venture Partners Fund XV, L.P.(8)(9)
Class B Common Stock	(1)							(1)	(1)	Class A Common Stock	1,052,540		1,052,540	I	Sequoia Capital U.S. Venture XV Principals Fund, L.P.(8)(9)
Class B Common Stock	(1)							(1)	(1)	Class A Common Stock	1,812,546		1,812,546	I	Sequoia Capital U.S. Growth Fund VIII, L.P.(8)(9)

1. Name and Address of Reporting Person*

SC US (TTGP), LTD.

(Last) (First) (Middle)

2800 SAND HILL ROAD SUITE 101

(Street)

MENLO PARK CA 94025

(City) (State) (Zip)

1. Name and Address of Reporting Person*

SC US SSF 2013 (TTGP), L.L.C.

(Last) (First) (Middle)

2800 SAND HILL ROAD SUITE 101

(Street)

MENLO PARK CA 94025

(City) (State) (Zip)

1. Name and Address of Reporting Person*

SC U.S. SCOUT SEED FUND 2013

MANAGEMENT, L.P.

(Last)	(First)	(Middle)

2800 SAND HILL ROAD SUITE 101

(Street)

MENLO PARK	CA	94025
(City)	(State)	(Zip)

1. Name and Address of Reporting Person*

SEQUOIA CAPITAL U.S. SCOUT SEED FUND 2013, L.P.

(Last)	(First)	(Middle)

2800 SAND HILL ROAD SUITE 101

(Street)

MENLO PARK	CA	94025
(City)	(State)	(Zip)

1. Name and Address of Reporting Person*

Sequoia Capital U.S. Scout IV, L.L.C

(Last)	(First)	(Middle)

2800 SAND HILL ROAD SUITE 101

(Street)

MENLO PARK	CA	94025
(City)	(State)	(Zip)

1. Name and Address of Reporting Person*

Nalrena, LLC

(Last)	(First)	(Middle)

2800 SAND HILL ROAD SUITE 101

(Street)

MENLO PARK	CA	94025
(City)	(State)	(Zip)

1. Name and Address of Reporting Person*

Spelunker Channel Holdings, LLC

(Last)	(First)	(Middle)

2800 SAND HILL ROAD SUITE 101

(Street)

MENLO PARK	CA	94025
(City)	(State)	(Zip)

Explanation of Responses:

1. The Issuer's Class B Common Stock is convertible into the Issuer's Class A Common Stock on a one-for-one basis at the option of the holder thereof and has no expiration date.

2. SC US SSF 2013 (TTGP), L.L.C. is the general partner of SC U.S. Scout Seed Fund 2013 Management, L.P., which is the general partner of Sequoia Capital U.S. Scout Seed Fund 2013, L.P., which wholly owns Sequoia Capital U.S. Scout Fund IV, L.L.C., which in turn wholly owns Nalrena, L.L.C. and Spelunker Channel Holdings, LLC (collectively, the Scout Funds). As a result, SC US SSF 2013 (TTGP), L.L.C., SC U.S. Scout Seed Fund 2013 Management, L.P., Sequoia Capital U.S. Scout Seed Fund 2013, L.P., and Sequoia Capital U.S. Scout Fund IV, L.L.C. may be deemed to share voting and dispositive power with respect to the shares held by the Scout Funds.

3. [continued from Footnote 2] Each of SC US SSF 2013 (TTGP), L.L.C., SC U.S. Scout Seed Fund 2013 Management, L.P., Sequoia Capital U.S. Scout Seed Fund 2013, L.P., and Sequoia Capital U.S. Scout Fund IV, L.L.C. disclaims beneficial ownership of the securities held by the Scout Funds except to the extent of its pecuniary interest therein, and the inclusion of these securities in this report shall not be deemed an admission of beneficial ownership of the reported securities for purposes of Section 16 or for any other purposes.

4. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $32.2472 to $33.0547, 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 ranges set forth in footnotes (4), (5), (6) and (7) to this Form 4.

5. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $31.8450 to $32.8350, inclusive.

6. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $32.8450 to $33.8400, inclusive.

7. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $33.8750 to $34.1961, inclusive.

8. SC US (TTGP), Ltd. is (i) the general partner of SC U.S. Growth VIII Management, L.P., which is the general partner of Sequoia Capital U.S. Growth Fund VIII, L.P. (GFVIII), and (ii) the general partner of SC U.S. Venture XV Management, L.P., which is the general partner of Sequoia Capital U.S. Venture Fund XV, L.P., Sequoia Capital U.S. Venture Partners Fund XV (Q), L.P., Sequoia Capital U.S. Venture Partners Fund XV, L.P., and Sequoia Capital U.S. Venture XV Principals Fund, L.P. (collectively, the XV Funds).

9. [continued from Footnote 8] As a result, SC US (TTGP), Ltd. may be deemed to share voting and dispositive power with respect to the shares held by GFVIII and the XV Funds. Each of SC US (TTGP), Ltd., SC U.S. Growth VIII Management, L.P. and SC U.S. Venture XV Management, L.P. disclaims beneficial ownership of the shares held by GFVIII and the XV Funds, as applicable, except to the extent of its pecuniary interest therein, and the inclusion of these securities in this report shall not be deemed an admission of beneficial ownership of the reported securities for purposes of Section 16 or for any other purposes.

Remarks:

1 of 2 | (1) /s/ Jung Yeon Son, by power of attorney for SC US SSF 2013 (TTGP), L.L.C., the General Partner of SC U.S. Scout Seed Fund 2013 Management, L.P., the General Partner of Sequoia Capital U.S. Scout Seed Fund 2013, L.P., which wholly owns Sequoia Capital U.S. Scout Fund IV, L.L.C. (2)/s/Jung Yeon Son, by power of attorney for SC US SSF 2013 (TTGP), L.L.C., the General Partner of SC U.S. Scout Seed Fund 2013 Management, L.P., the General Partner of Sequoia Capital U.S. Scout Seed Fund 2013, L.P., which wholly owns Sequoia Capital U.S. Scout Fund IV, L.L.C., which wholly owns Nalrena, L.L.C. (3)/s/

Jung Yeon Son, by power of attorney for SC US SSF 2013 (TTGP), L.L.C., the General Partner of SC U.S. Scout Seed Fund 2013 Management, L.P., the General Partner of Sequoia Capital U.S. Scout Seed Fund 2013, L.P., which wholly owns Sequoia Capital U.S. Scout Fund IV, L.L.C., which wholly owns Spelunker Channel Holdings, LLC

/s/ Jung Yeon Son, by power of attorney for SC US (TTGP), Ltd.	08/21/2026
/s/ Jung Yeon Son, by power of attorney for SC US SSF 2013 (TTGP), L.L.C.	08/21/2026
/s/ Jung Yeon Son, by power of attorney for SC US SSF 2013 (TTGP), L.L.C., the General Partner of SC U.S. Scout Seed Fund 2013 Management, L.P.	08/21/2026
/s/ Jung Yeon Son, by power of attorney for Sequoia Capital U.S. Scout Fund IV, L.L.C. [see Remarks (1)]	08/21/2026
/s/ Jung Yeon Son, by power of attorney for Nalrena, L.L.C. [see Remarks (2)]	08/21/2026
/s/ Jung Yeon Son, by power of attorney for Spelunker Channel Holdings, LLC [see Remarks (3)]	08/21/2026
/s/ Jung Yeon Son, by power of attorney for SC US SSF 2013 (TTGP), L.L.C., the General Partner of SC U.S. Scout Seed Fund 2013 Management, L.P., the General Partner of Sequoia Capital U.S. Scout Seed Fund 2013, L.P.	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.