SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL	
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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

☐ 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*	2. Issuer Name **and** Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
Colis Peter George	Ethos Technologies Inc. [LIFE]	☑ Director ☐ 10% Owner
(Last) (First) (Middle)	Foreign Trading Symbol	☑ Officer (give title below) ☐ Other (specify below)
C/O ETHOS TECHNOLOGIES INC.	3. Date of Earliest Transaction (Month/Day/Year)	CEO and Secretary
1606 HEADWAY CIRCLE #9013	11/18/2026	
(Street)	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line)
AUSTIN TX 78754		☑ Form filed by One Reporting Person
(City) (State) (Zip)		☐ 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	11/18/2026		S[1]		23,367	D	$32.45[2]	1,484,766[3]	D	
Class A Common Stock	11/18/2026		S[1]		5,348	D	$32.95[4]	1,479,418[3]	D	
Class A Common Stock	11/19/2026		C		31,000	D	[5]	1,510,418[3]	D	
Class A Common Stock	11/19/2026		S[1]		26,314	D	$32.1[6]	1,484,104[3]	D	
Class A Common Stock	11/19/2026		S[1]		4,686	D	$32.62[7]	1,479,418[3]	D	
Class A Common Stock	11/20/2026		C		31,000	A	[5]	1,510,418[3]	D	
Class A Common Stock	11/20/2026		S[1]		15,621	D	$31.48[8]	1,494,797[3]	D	
Class A Common Stock	11/20/2026		S[1]		15,059	D	$32.33[9]	1,479,738[3]	D	
Class A Common Stock	11/20/2026		S[1]		320	D	$33.01[10]	1,479,418[3]	D	
Class A Common Stock								35,233	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	(5)	11/19/2026		C			31,000	(5)	(5)	Class A Common Stock	31,000	$0	5,933,681	D	
Class B Common Stock	(5)	11/20/2026		C			31,000	(5)	(5)	Class A Common Stock	31,000	$0	5,902,681	D	
Class B Common Stock	(5)							(5)	(5)	Class A Common Stock	128,893		128,893	I	by trust[12]
Class B Common Stock	(5)							(5)	(5)	Class A Common Stock	214,822		214,822	I	by trust[13]

Explanation of Responses:

1. 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.

2. The price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from $31.805 to $32.795 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.

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

4. The price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from $32.825 to $33.16 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. 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.

6. The price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from $31.44 to $32.43 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 $32.44 to $32.92 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 $30.95 to $31.945 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 $31.95 to $32.94 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 price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from $32.97 to $33.05 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.

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	11/20/2026
** 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.