

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* <u>Colis Peter George</u> (Last) (First) (Middle) <u>C/O ETHOS TECHNOLOGIES INC.</u> <u>1606 HEADWAY CIRCLE #9013</u> (Street) <u>AUSTIN TX 78754</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Ethos Technologies Inc. [LIFE]</u> 3. Date of Earliest Transaction (Month/Day/Year) <u>05/15/2026</u> 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) <u>CEO and Secretary</u> 6. Individual or Joint/Group Filing (Check Applicable Line) ☒ Form filed by One Reporting Person Form filed by More than One Reporting Person
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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	05/15/2026		s ⁽¹⁾		54,890	D	\$22 ⁽²⁾	756,295 ⁽³⁾	D	
Class A Common Stock	05/15/2026		s ⁽¹⁾		5,145	D	\$22.78 ⁽⁴⁾	751,150	D	
Class A Common Stock	05/15/2026		c ⁽⁵⁾		55,848	D	\$0	695,302 ⁽⁶⁾	D	

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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Class B Common Stock	(7)	05/15/2026		C			(7)	(7)	Class A Common Stock	55,848	\$0	6,210,529 ⁽³⁾	D	
Class B Common Stock	(7)						(7)	(7)	Class A Common Stock	128,893		128,893	I	by trust ⁽⁸⁾
Class B Common Stock	(7)						(7)	(7)	Class A Common Stock	214,822		214,822	I	by trust ⁽⁹⁾

Explanation of Responses:

1. Represents shares sold to satisfy tax withholding obligations on the vesting of restricted stock units ("RSUs").
2. The price reported above reflects the weighted average price of the shares sold. The sale price ranged from \$21.66 to \$22.64 per share, inclusive. Upon request from the SEC staff, the Issuer, or a security holder of the Issuer, the Reporting Person will provide full information regarding the number of shares sold at each separate price within the range set forth in this Form 4.
3. Adjusted due to scrivener's error.
4. The price reported above reflects the weighted average price of the shares sold. The sale price ranged from \$22.685 to \$23.06 per share, inclusive. Upon request from the SEC staff, the Issuer, or a security holder of the Issuer, the Reporting Person will provide full information regarding the number of shares sold at each separate price within the range set forth in this Form 4.
5. Each share of Class A Common Stock was exchanged at a 1:1 ratio for shares of Class B Common Stock.
6. Includes 695,302 shares issuable on settlement of RSUs, each of which represents a contingent right to receive one share of Issuer's Class A Common Stock upon vesting and may be exchanged at a 1:1 ratio for shares of Class B Common Stock.
7. 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.
8. 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.
9. 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/ Porter Nolan, Attorney-in-Fact 05/19/2026

** 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.