

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK0002089362

Filer CCCXXXXXXXX

Is this a LIVE or TEST Filing?

☒ LIVE☐ TEST

Submission Contact Information

Name

Phone

E-Mail Address

144: Issuer Information

Name of Issuer

SEC File Number

Address of Issuer

Phone

Name of Person for Whose Account the Securities are To Be Sold

Ethos Technologies Inc.
001-43065
1606 HEADWAY CIRCLE
#9013
AUSTIN
TEXAS
78754
(415) 915-0665
Colis Peter George

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer

Relationship to Issuer

Officer
Director

144: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
Common	Charles Schwab & Co., Inc. 3000 Schwab Way Westlake TX 76262	23333	906400.00	31554807	09/17/2026	NASDAQ

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the	Date you	Nature of	Name of Person	Is	Date	Amount of	Date of	Nature of
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Class	Acquired	Acquisition Transaction	from Whom Acquired	this a Gift?	Donor Acquired	Securities Acquired	Payment	Payment *
Common	03/29/2021	Exercise and Hold	Ethos Technologies Inc.	☐		23333	03/29/2021	Cash

* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
Peter George Colis 1606 HEADWAY CIRCLE #9013 AUSTIN TX 78754	Ethos Technologies Inc.	08/17/2026	29342	1003001.00
Peter George Colis 1606 HEADWAY CIRCLE #9013 AUSTIN TX 78754	Ethos Technologies Inc.	08/19/2026	27924	921366.00
Peter George Colis 1606 HEADWAY CIRCLE #9013 AUSTIN TX 78754	Ethos Technologies Inc.	08/20/2026	27924	919514.00
Peter George Colis 1606 HEADWAY CIRCLE #9013 AUSTIN TX 78754	Ethos Technologies Inc.	08/21/2026	28600	954488.00
Peter George Colis 1606 HEADWAY CIRCLE #9013 AUSTIN TX 78754	Ethos Technologies Inc.	09/16/2026	23334	929169.00

144: Remarks and Signature

Remarks	
Date of Notice	09/17/2026
Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1	05/12/2026
ATTENTION:	

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature

Peter George Colis

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)