# UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

# **SCHEDULE 13G**

(Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT TO RULES 13d-1 (b), (c) AND (d) AND AMENDMENTS THERETO FILED PURSUANT TO 13d-2 (Amendment No. 3)

| The Honest Company, Inc.   |
|--|
| (Name of Issuer)   |
| Common Stock, \$0.0001 par value per share   |
| (Title of Class of Securities)   |
| 438333 10 6  |
| (CUSIP Number)   |
| September 30, 2024   |
| (Date of Event Which Requires Filing of This Statement)  |
| Check the appropriate box to designate the rule pursuant to which this Schedule is filed:  |
| □ Rule 13d-1(b)  |
| □ Rule 13d-1(c)  |
| <b>⊠</b> Rule 13d-1(d)   |
| *The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.  |
| The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes). |
|  |

| CUSIP NO. 438333 10 6    |  |                             |  |                                   |  |  |  |
|--------------------------|--|-----------------------------|--|-----------------------------------|--|--|--|
|                          |  |                             |  |                                   |  |  |  |
| 1                        | NAMES OF REPO  | NAMES OF REPORTING PERSONS. |  |                                   |  |  |  |
|                          | Institutional Vent   | ture Part                   | ners XIII, L.P.                                    |                                   |  |  |  |
| 2                        | CHECK THE API  | PROPRIA                     | TE BOX IF A MEMBER OF A GROUP*                     |                                   |  |  |  |
|                          |  |                             |  | (a) $\square$ (b) $\boxtimes$ (1) |  |  |  |
| 3                        | SEC USE ONLY   |                             |  |                                   |  |  |  |
| 4                        | CITIZENSHIP OF <b>Delaware</b>                               | R PLACE                     | OF ORGANIZATION                                    |                                   |  |  |  |
|                          | Delaware   |                             |  |                                   |  |  |  |
|                          | JMBER OF<br>BENEFICIALLY                                     | 5                           | SOLE VOTING POWER  0 shares                        |                                   |  |  |  |
|                          | ED BY EACH   |                             |  |                                   |  |  |  |
| REPORTING PERSON<br>WITH |  | 6                           | SHARED VOTING POWER 1,392,475 shares (2)           |                                   |  |  |  |
|                          |  |                             | SOLE DISPOSITIVE POWER                             |                                   |  |  |  |
|                          |  |                             | 0 shares   |                                   |  |  |  |
|                          |  | 8                           | SHARED DISPOSITIVE POWER                           |                                   |  |  |  |
| 1,392,475 shares (2)     |  |                             |  |                                   |  |  |  |
| 9                        | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON |                             |  |                                   |  |  |  |
|                          | 1,392,475 shares (2)   |                             |  |                                   |  |  |  |
| 10                       | CHECK BOX IF   | ΓHE AGO                     | GREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES* |                                   |  |  |  |
|                          |  |                             |  |                                   |  |  |  |
| 11                       | PERCENT OF CL  | ASS REI                     | PRESENTED BY AMOUNT IN ROW 9                       |                                   |  |  |  |
| 1.40                     |  |                             |  |                                   |  |  |  |

(1) This Schedule 13G is filed by Institutional Venture Partners XIII, L.P. ("IVP XIII"), Institutional Venture Management XIII, LLC ("IVM XIII"), Todd C. Chaffee ("Chaffee"), Norman A. Fogelsong ("Fogelsong"), Stephen J. Harrick ("Harrick"), J. Sanford Miller ("Miller"), and Dennis B. Phelps ("Phelps" and, collectively, with IVP XIII, IVM XIII, Chaffee, Fogelsong, Harrick and Miller, the "Reporting Persons"). The Reporting Persons expressly disclaim status as a "group" for purposes of this Schedule 13G.

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- (2) Consists of 1,392,475 shares held by IVP XIII. IVM XIII serves as the sole general partner of IVP XIII and has shared voting and investment control over the shares owned by IVP XIII and may be deemed to own beneficially the shares held by IVP XIII. Chaffee, Fogelsong, Harrick, Miller and Phelps are Managing Directors of IVM XIII and share voting and dispositive power over the shares held by IVP XIII, and may be deemed to own beneficially the shares held by IVP XIII.
- (3) The percentage is based on 100,081,644 shares of Common Stock reported to be outstanding as of August 5, 2024 in the Issuer's Form 10-Q for the quarterly period ended June 30, 2024 as filed with the Securities and Exchange Commission on August 8, 2024.

| CUSIP NO. 438333 10 6 |   |                            |   |                                   |  |  |  |
|-----------------------|---|----------------------------|---|-----------------------------------|--|--|--|
|                       |   |                            |   |                                   |  |  |  |
| 1                     | NAMES OF REPO   | NAMES OF REPORTING PERSONS |   |                                   |  |  |  |
|                       | Institutional Vent  | ture Mana                  | ngement XIII, LLC                                 |                                   |  |  |  |
| 2                     | CHECK THE API   | PROPRIA                    | TE BOX IF A MEMBER OF A GROUP*                    |                                   |  |  |  |
|                       |   |                            |   | (a) $\square$ (b) $\boxtimes$ (1) |  |  |  |
| 3                     | SEC USE ONLY  |                            |   |                                   |  |  |  |
| 4                     |   | R PLACE                    | OF ORGANIZATION                                   |                                   |  |  |  |
|                       | Delaware  |                            | 1   |                                   |  |  |  |
|                       | JMBER OF  | 5                          | SOLE VOTING POWER                                 |                                   |  |  |  |
|                       | BENEFICIALLY  |                            | 0 shares  |                                   |  |  |  |
|                       | OWNED BY EACH REPORTING PERSON WITH  6 SHARED VOTING POWER 1,470,208 shares (2) |                            |   |                                   |  |  |  |
|                       |   |                            | 1,470,208 shares (2)                              |                                   |  |  |  |
|                       |   | 7                          | SOLE DISPOSITIVE POWER                            |                                   |  |  |  |
|                       |   |                            | 0 shares  |                                   |  |  |  |
| 8                     |   |                            | SHARED DISPOSITIVE POWER                          |                                   |  |  |  |
|                       | 1,470,208 shares (2)  |                            |   |                                   |  |  |  |
| 9                     | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON                    |                            |   |                                   |  |  |  |
|                       | 1,470,208 shares (2)  |                            |   |                                   |  |  |  |
| 10                    | CHECK BOX IF  | ГНЕ AGG                    | REGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES* |                                   |  |  |  |
|                       |   |                            |   |                                   |  |  |  |
| 11                    | PERCENT OF CL   | ASS REP                    | RESENTED BY AMOUNT IN ROW 9                       |                                   |  |  |  |
| 1.5% (                |   |                            |   |                                   |  |  |  |

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- (2) Consists of (i) 1,392,475 shares held by IVP XIII and (ii) 77,733 shares held by IVM XIII. IVM XIII serves as the sole general partner of IVP XIII and has shared voting and investment control over the shares owned by IVP XIII and may be deemed to own beneficially the shares held by IVP XIII. Chaffee, Fogelsong, Harrick, Miller and Phelps are Managing Directors of IVM XIII and share voting and dispositive power over the shares held by IVP XIII and IVM XIII, and may be deemed to own beneficially the shares held by IVP XIII and IVM XIII.
- (3) The percentage is based on 100,081,644 shares of Common Stock reported to be outstanding as of August 5, 2024 in the Issuer's Form 10-Q for the quarterly period ended June 30, 2024 as filed with the Securities and Exchange Commission on August 8, 2024.

| CUSIP NO. 438333 10 6 |   |                            |                                |                                   |  |  |
|-----------------------|---|----------------------------|--------------------------------|-----------------------------------|--|--|
|                       |   |                            |                                |                                   |  |  |
| 1                     | NAMES OF REPO   | NAMES OF REPORTING PERSONS |                                |                                   |  |  |
|                       | Todd C. Chaffee   |                            |                                |                                   |  |  |
| 2                     | CHECK THE API   | PROPRIA                    | TE BOX IF A MEMBER OF A GROUP* |                                   |  |  |
|                       |   |                            |                                | (a) $\square$ (b) $\boxtimes$ (1) |  |  |
| 3                     | SEC USE ONLY  |                            |                                |                                   |  |  |
| 4                     | CITIZENSHIP OF  | R PLACE                    | OF ORGANIZATION                |                                   |  |  |
|                       | United States of A  | America                    |                                |                                   |  |  |
| NU                    | JMBER OF  | 5                          | SOLE VOTING POWER              |                                   |  |  |
|                       | BENEFICIALLY  | LY 0 shares                |                                |                                   |  |  |
|                       | ED BY EACH<br>TING PERSON   | 6                          | SHARED VOTING POWER            |                                   |  |  |
| KEI OI                | WITH  |                            | 1,470,208 shares (2)           |                                   |  |  |
|                       |   |                            | SOLE DISPOSITIVE POWER         |                                   |  |  |
|                       |   |                            | 0 shares                       |                                   |  |  |
|                       |   | 8                          | SHARED DISPOSITIVE POWER       |                                   |  |  |
|                       | 1,470,208 shares (2)  |                            |                                |                                   |  |  |
| 9                     | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON          |                            |                                |                                   |  |  |
|                       | 1,470,208 shares (2)  |                            |                                |                                   |  |  |
| 10                    | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES* |                            |                                |                                   |  |  |
|                       |   |                            |                                |                                   |  |  |
| 11                    | PERCENT OF CL   | ASS REP                    | RESENTED BY AMOUNT IN ROW 9    |                                   |  |  |
| 1.5% (3)              |   |                            |                                |                                   |  |  |

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- (2) Consists of (i) 1,392,475 shares held by IVP XIII and (ii) 77,733 shares held by IVM XIII. IVM XIII serves as the sole general partner of IVP XIII and has shared voting and investment control over the shares owned by IVP XIII and may be deemed to own beneficially the shares held by IVP XIII. Chaffee, Fogelsong, Harrick, Miller and Phelps are Managing Directors of IVM XIII and share voting and dispositive power over the shares held by IVP XIII and IVM XIII, and may be deemed to own beneficially the shares held by IVP XIII and IVM XIII.
- (3) The percentage is based on 100,081,644 shares of Common Stock reported to be outstanding as of August 5, 2024 in the Issuer's Form 10-Q for the quarterly period ended June 30, 2024 as filed with the Securities and Exchange Commission on August 8, 2024.

| CUSIP N | CUSIP NO. 438333 10 6  |                            |   |                                   |  |  |  |
|---------|--|----------------------------|---|-----------------------------------|--|--|--|
|         |  |                            |   |                                   |  |  |  |
| 1       | NAMES OF REPO  | NAMES OF REPORTING PERSONS |   |                                   |  |  |  |
|         | Norman A. Fogel  | song                       |   |                                   |  |  |  |
| 2       | CHECK THE API  | PROPRIAT                   | TE BOX IF A MEMBER OF A GROUP*                    |                                   |  |  |  |
|         |  |                            |   | (a) $\square$ (b) $\boxtimes$ (1) |  |  |  |
| 3       | SEC USE ONLY   |                            |   |                                   |  |  |  |
| 4       |  | _                          | OF ORGANIZATION                                   |                                   |  |  |  |
|         | United States of A   | America                    |   |                                   |  |  |  |
|         | JMBER OF   | 5                          | SOLE VOTING POWER                                 |                                   |  |  |  |
|         | BENEFICIALLY ED BY EACH                                      |                            | 196,525 shares                                    |                                   |  |  |  |
|         | EPORTING PERSON 6 SHAREI                                     |                            | SHARED VOTING POWER                               |                                   |  |  |  |
|         | WITH   |                            | 1,470,208 shares (2)                              |                                   |  |  |  |
|         |  |                            | SOLE DISPOSITIVE POWER                            |                                   |  |  |  |
|         |  |                            | 196,525 shares                                    |                                   |  |  |  |
|         |  | 8                          | SHARED DISPOSITIVE POWER                          |                                   |  |  |  |
|         | 1,470,208 shares (2)   |                            |   |                                   |  |  |  |
| 9       | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON |                            |   |                                   |  |  |  |
|         | 1,666,733 shares (2)   |                            |   |                                   |  |  |  |
| 10      | CHECK BOX IF   | THE AGG                    | REGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES* |                                   |  |  |  |
|         |  |                            |   |                                   |  |  |  |
| 11      | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9              |                            |   |                                   |  |  |  |

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TYPE OF REPORTING PERSON\*

1.7% (3)

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- (2) Consists of (i) 1,392,475 shares held by IVP XIII and (ii) 77,733 shares held by IVM XIII. IVM XIII serves as the sole general partner of IVP XIII and has shared voting and investment control over the shares owned by IVP XIII and may be deemed to own beneficially the shares held by IVP XIII. Chaffee, Fogelsong, Harrick, Miller and Phelps are Managing Directors of IVM XIII and share voting and dispositive power over the shares held by IVP XIII and IVM XIII, and may be deemed to own beneficially the shares held by IVP XIII and IVM XIII.
- (3) The percentage is based on 100,081,644 shares of Common Stock reported to be outstanding as of August 5, 2024 in the Issuer's Form 10-Q for the quarterly period ended June 30, 2024 as filed with the Securities and Exchange Commission on August 8, 2024.

| CUSIP NO. 438333 10 6                           |  |                            |  |                 |  |  |  |
|---|--|----------------------------|--|-----------------|--|--|--|
|   |  |                            |  |                 |  |  |  |
| 1   | NAMES OF REPO  | NAMES OF REPORTING PERSONS |  |                 |  |  |  |
|   | Stephen J. Harrio  | ek                         |  |                 |  |  |  |
| 2   | CHECK THE API  | PROPRIA                    | TE BOX IF A MEMBER OF A GROUP*           |                 |  |  |  |
|   |  |                            |  | (a) □ (b) ⊠ (1) |  |  |  |
| 3   | SEC USE ONLY   |                            |  |                 |  |  |  |
| 4   |  |                            | OF ORGANIZATION                          |                 |  |  |  |
|   | United States of A   | America                    |  |                 |  |  |  |
| SHARES  | MBER OF<br>BENEFICIALLY  | 5                          | SOLE VOTING POWER 245,657 shares         |                 |  |  |  |
|   | ED BY EACH<br>TING PERSON<br>WITH  | 6                          | SHARED VOTING POWER 1,470,208 shares (2) |                 |  |  |  |
|   |  | 7                          | SOLE DISPOSITIVE POWER 245,657 shares    |                 |  |  |  |
| 8 SHARED DISPOSITIVE POWER 1,470,208 shares (2) |  |                            |  |                 |  |  |  |
| 9   | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON             |                            |  |                 |  |  |  |
|   | 1,715,865 shares (2)   |                            |  |                 |  |  |  |
| 10  | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES*  □ |                            |  |                 |  |  |  |
| 11  | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9                          |                            |  |                 |  |  |  |

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- (2) Consists of (i) 1,392,475 shares held by IVP XIII and (ii) 77,733 shares held by IVM XIII. IVM XIII serves as the sole general partner of IVP XIII and has shared voting and investment control over the shares owned by IVP XIII and may be deemed to own beneficially the shares held by IVP XIII. Chaffee, Fogelsong, Harrick, Miller and Phelps are Managing Directors of IVM XIII and share voting and dispositive power over the shares held by IVP XIII and IVM XIII, and may be deemed to own beneficially the shares held by IVP XIII and IVM XIII.
- (3) The percentage is based on 100,081,644 shares of Common Stock reported to be outstanding as of August 5, 2024 in the Issuer's Form 10-Q for the quarterly period ended June 30, 2024 as filed with the Securities and Exchange Commission on August 8, 2024.

| CUSIP N   | CUSIP NO. 438333 10 6 13 G  |          |  |                               |  |  |
|---|---|----------|--|-------------------------------|--|--|
| 1   | 1 NAMES OF REPORTING PERSONS  |          |  |                               |  |  |
| 1   | NAMES OF REP  | OKTING F | ERSONS                                   |                               |  |  |
|   | J. Sanford Miller   | •        |  |                               |  |  |
| 2   | CHECK THE AP  | PROPRIAT | TE BOX IF A MEMBER OF A GROUP*           | (a) □ <b>(b)</b> ⊠ <b>(1)</b> |  |  |
| 3   | SEC USE ONLY  |          |  |                               |  |  |
| 4   | CITIZENSHIP OF United States of A                                       | _        | OF ORGANIZATION                          |                               |  |  |
| SHARES  | NUMBER OF<br>SHARES BENEFICIALLY  |          | SOLE VOTING POWER  0 shares              |                               |  |  |
| OWNED BY EACH<br>REPORTING PERSON<br>WITH       |   | 6        | SHARED VOTING POWER 1,470,208 shares (2) |                               |  |  |
|   |   | 7        | SOLE DISPOSITIVE POWER  0 shares         |                               |  |  |
| 8 SHARED DISPOSITIVE POWER 1,470,208 shares (2) |   |          |  |                               |  |  |
| 9   | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON            |          |  |                               |  |  |
|   | 1,470,208 shares (2)  |          |  |                               |  |  |
| 10  | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES* □ |          |  |                               |  |  |
| 11  | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 1.5% (3)                |          |  |                               |  |  |

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- (2) Consists of (i) 1,392,475 shares held by IVP XIII and (ii) 77,733 shares held by IVM XIII. IVM XIII serves as the sole general partner of IVP XIII and has shared voting and investment control over the shares owned by IVP XIII and may be deemed to own beneficially the shares held by IVP XIII. Chaffee, Fogelsong, Harrick, Miller and Phelps are Managing Directors of IVM XIII and share voting and dispositive power over the shares held by IVP XIII and IVM XIII, and may be deemed to own beneficially the shares held by IVP XIII and IVM XIII.
- (3) The percentage is based on 100,081,644 shares of Common Stock reported to be outstanding as of August 5, 2024 in the Issuer's Form 10-Q for the quarterly period ended June 30, 2024 as filed with the Securities and Exchange Commission on August 8, 2024.

| CUSIP NO. 438333 10 6   |  |                            |  |                                   |  |  |  |
|---|--|----------------------------|--|-----------------------------------|--|--|--|
|   |  |                            |  |                                   |  |  |  |
| 1   | NAMES OF REPO  | NAMES OF REPORTING PERSONS |  |                                   |  |  |  |
|   | Dennis B. Phelps   |                            |  |                                   |  |  |  |
| 2   | CHECK THE AP   | PROPRIAT                   | TE BOX IF A MEMBER OF A GROUP*           |                                   |  |  |  |
|   |  |                            |  | (a) $\square$ (b) $\boxtimes$ (1) |  |  |  |
| 3   | SEC USE ONLY   |                            |  |                                   |  |  |  |
| 4   |  | _                          | OF ORGANIZATION                          |                                   |  |  |  |
|   | United States of A   | America                    |  |                                   |  |  |  |
| NUMBER OF<br>SHARES BENEFICIALLY<br>OWNED BY EACH<br>REPORTING PERSON<br>WITH |  | 5                          | SOLE VOTING POWER 13,617 shares          |                                   |  |  |  |
|   |  | 6                          | SHARED VOTING POWER 1,470,208 shares (2) |                                   |  |  |  |
|   |  | 7                          | SOLE DISPOSITIVE POWER 13,617 shares     |                                   |  |  |  |
| 8 SHARED DISPOSITIVE POWER 1,470,208 shares (2)                               |  |                            |  |                                   |  |  |  |
| 9   | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON             |                            |  |                                   |  |  |  |
|   | 1,483,825 shares (2)   |                            |  |                                   |  |  |  |
| 10  | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES*  □ |                            |  |                                   |  |  |  |
| 11  | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 1.5% (3)                 |                            |  |                                   |  |  |  |

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- (2) Consists of (i) 1,392,475 shares held by IVP XIII and (ii) 77,733 shares held by IVM XIII. IVM XIII serves as the sole general partner of IVP XIII and has shared voting and investment control over the shares owned by IVP XIII and may be deemed to own beneficially the shares held by IVP XIII. Chaffee, Fogelsong, Harrick, Miller and Phelps are Managing Directors of IVM XIII and share voting and dispositive power over the shares held by IVP XIII and IVM XIII, and may be deemed to own beneficially the shares held by IVP XIII and IVM XIII.
- (3) The percentage is based on 100,081,644 shares of Common Stock reported to be outstanding as of August 5, 2024 in the Issuer's Form 10-Q for the quarterly period ended June 30, 2024 as filed with the Securities and Exchange Commission on August 8, 2024.

Introductory Note: This statement on Schedule 13G is filed by the Reporting Persons with the Commission in respect of shares of Common Stock, \$0.0001 par value per share ("Common Stock"), of The Honest Company, Inc., a Delaware corporation (the "Issuer").

#### Item 1

(a) Name of Issuer: The Honest Company, Inc.

(b) Address of Issuer's Principal Executive Offices:

12130 Millennium Drive, #500 Los Angeles, CA 90094

## Item 2

- (a) Name of Reporting Persons Filing:
  - 1. Institutional Venture Partners XIII, L.P. ("IVP XIII")
  - 2. Institutional Venture Management XIII, LLC ("IVM XIII")
  - 3. Todd C. Chaffee ("Chaffee")
  - 4. Norman A. Fogelsong ("Fogelsong")
  - 5. Stephen J. Harrick ("Harrick")
  - 6. J. Sanford Miller ("Miller")
  - 7. Dennis B. Phelps ("Phelps")

(b) Address of Principal Business Office: c/o Institutional Venture Partners

3000 Sand Hill Road, Building 2, Suite 250

Menlo Park, California 94025

(c) Citizenship:

IVP XIII Delaware IVM XIII Delaware

Chaffee United States of America
Fogelsong United States of America
Harrick United States of America
Miller United States of America
Phelps United States of America

(d) Title of Class of Securities: Common Stock

(e) CUSIP Number: 438333 10 6

Item 3 Not applicable.

## Item 4 Ownership.

The following information with respect to the ownership of the Common Stock by the Reporting Persons filing this statement on Schedule 13G is provided as of September 30, 2024:

|                   |             |             |                  |               | Shared      |            |               |
|-------------------|-------------|-------------|------------------|---------------|-------------|------------|---------------|
|                   | Shares Held | Sole Voting | Sole Dispositive | Shared Voting | Dispositive | Beneficial | Percentage of |
| Reporting Persons | Directly    | Power       | Power            | Power         | Power       | Ownership  | Class (2)     |
| IVP XIII          | 1,392,475   | 0           | 0                | 1,392,475     | 1,392,475   | 1,392,475  | 1.4%          |
| IVM XIII (1)      | 77,733      | 0           | 0                | 1,470,208     | 1,470,208   | 1,470,208  | 1.5%          |
| Chaffee (1)       | 0           | 0           | 0                | 1,470,208     | 1,470,208   | 1,470,208  | 1.5%          |
| Fogelsong (1)     | 196,525     | 196,525     | 196,525          | 1,470,208     | 1,470,208   | 1,666,733  | 1.7%          |
| Harrick (1)       | 245,657     | 245,657     | 245,657          | 1,470,208     | 1,470,208   | 1,715,865  | 1.7%          |
| Miller (1)        | 0           | 0           | 0                | 1,470,208     | 1,470,208   | 1,470,208  | 1.5%          |
| Phelps (1)        | 13,617      | 13,617      | 13,617           | 1,470,208     | 1,470,208   | 1,483,825  | 1.5%          |

- (1) IVM XIII serves as the sole general partner of IVP XIII and has shared voting and investment control over the shares owned by IVP XIII and may be deemed to own beneficially the shares held by IVP XIII. Chaffee, Fogelsong, Harrick, Miller and Phelps are Managing Directors of IVM XIII and share voting and dispositive power over the shares held by IVP XIII and IVM XIII, and may be deemed to own beneficially the shares held by IVP XIII and IVM XIII.
- (2) The percentage is based on 100,081,644 shares of Common Stock reported to be outstanding as of August 5, 2024 in the Issuer's Form 10-Q for the quarterly period ended June 30, 2024 as filed with the Securities and Exchange Commission on August 8, 2024.

# Item 5 Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof, the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following:

# Item 6 Ownership of More Than Five Percent on Behalf of Another Person.

Not applicable.

Item 7 Identification and Classification of the Subsidiary which Acquired the Security Being Reported on by the Parent Holding Company.

Not applicable.

Item 8 Identification and Classification of Members of the Group.

Not applicable.

Item 9 Notice of Dissolution of Group.

Not applicable.

Item 10 Certification.

Not applicable.

## SIGNATURE

| After reasonable true, complete a      |                                      | F, I certify that the information set forth in the attached statement on Schedule 13G is |
|--|--------------------------------------|--|
| Dated: Novembe                         | er 14, 2024                          |  |
| INSTITUTION                            | AL VENTURE PARTNERS XIII, L.P.       |  |
| By: Institutional<br>Its: General Part | Venture Management XIII, LLC         |  |
| By:                                    | /s/ Leslie Stolper                   |  |
|  | Leslie Stolper, Authorized Signatory |  |
| INSTITUTION                            | AL VENTURE MANAGEMENT XIII, LLC      |  |
| Ву:                                    | /s/ Leslie Stolper                   |  |
|  | Leslie Stolper, Authorized Signatory |  |
|  | /s/ Leslie Stolper                   |  |

/s/ Leslie Stolper Leslie Stolper, Attorney-in-Fact for J. Sanford Miller

Leslie Stolper, Attorney-in-Fact for Todd C. Chaffee

/s/ Leslie Stolper Leslie Stolper, Attorney-in-Fact for Norman A. Fogelsong

/s/ Leslie Stolper Leslie Stolper, Attorney-in-Fact for Stephen J. Harrick

/s/ Leslie Stolper Leslie Stolper, Attorney-in-Fact for Dennis B. Phelps

# Exhibit(s):

Joint Filing Statement <u>A:</u>

# **EXHIBIT A**

## JOINT FILING STATEMENT

We, the undersigned, hereby express our agreement that the attached statement on Schedule 13G relating to the Common Stock of The Honest Company, Inc. is filed on behalf of each of us.

Dated: November 14, 2024 INSTITUTIONAL VENTURE PARTNERS XIII, L.P. By: Institutional Venture Management XIII, LLC Its: General Partner /s/ Leslie Stolper Leslie Stolper, Authorized Signatory INSTITUTIONAL VENTURE MANAGEMENT XIII, LLC /s/ Leslie Stolper Leslie Stolper, Authorized Signatory /s/ Leslie Stolper Leslie Stolper, Attorney-in-Fact for Todd C. Chaffee /s/ Leslie Stolper Leslie Stolper, Attorney-in-Fact for Norman A. Fogelsong /s/ Leslie Stolper Leslie Stolper, Attorney-in-Fact for Stephen J. Harrick /s/ Leslie Stolper Leslie Stolper, Attorney-in-Fact for J. Sanford Miller /s/ Leslie Stolper Leslie Stolper, Attorney-in-Fact for Dennis B. Phelps