

In re The Honest Company, Inc. Sec. Litig.
c/o Epiq
P.O. Box 5619
Portland, OR 97228-5619

Court-Ordered Legal Notice

Important Legal Notice Authorized by the United States District Court, Central District of California about the Settlement of a Class Action.

If you purchased or otherwise acquired The Honest Company, Inc.'s publicly traded common stock from May 5, 2021 through August 18, 2021, inclusive, and were damaged thereby, a class action Settlement has been reached that will impact your legal rights.

You may be eligible for a cash payment. Please read this postcard carefully.

For more information, please visit
www.TheHonestCompanySecuritiesLitigation.com.

Scan QR Code for a more detailed notice about the proposed Settlement.



This postcard is to inform you that a proposed Settlement totaling **\$27,500,000** has been reached with defendants The Honest Company, Inc. (“Honest”), the Individual Defendants, the Catterton Defendants, and the Underwriter Defendants (collectively, “Defendants”), which will resolve all claims, and related claims, in the certified class action known as *In re The Honest Company, Inc. Sec. Litig.*, Case No. 21-cv-07405 (C.D. Cal.) (the “Action”). If approved, the Settlement will end the lawsuit, in which Class Representative brings claims under Section 11 and 15 of the Securities Act of 1933, alleging Defendants made material misrepresentations and omissions in connection with Honest’s initial public offering (“IPO”) of common stock about, among other things (i) Honest’s business model and growth strategy, and (ii) the impact of the COVID-19 pandemic on the demand for its products.

You received this postcard because you, or an investment account you represent, may be a member of the certified Class (explained below). The issuance of this postcard does not reflect the opinion of the Court on the merits of the claims or defenses asserted by either side in the lawsuit. Defendants deny all liability or wrongdoing. Capitalized terms not defined in this postcard have the meanings given in the Stipulation and Agreement of Settlement, dated as of March 11, 2025 (the “Stipulation”). THIS POSTCARD PROVIDES ONLY LIMITED INFORMATION ABOUT THE SETTLEMENT. PLEASE VISIT WWW.THEHONESTCOMPANYSECURITIESLITIGATION.COM FOR MORE INFORMATION AND THE FULL SETTLEMENT NOTICE.

What does the Settlement provide?

Defendants have agreed to pay, or cause the payment of, **\$27,500,000** in exchange for the settlement and release of all claims in the Action and related claims (“Released Plaintiffs’ Claims”). The Settlement Amount, plus accrued interest, after deduction of Court-awarded attorneys’ fees and expenses, Notice and Administration Expenses, and Taxes, will be allocated among Class Members who submit valid claims.

Your *pro rata* share of the Settlement proceeds will depend on, among other things, the number and value of submitted claims, how many eligible shares of Honest publicly traded common stock you have, and when your shares were purchased, acquired, or sold. If all Class Members participate in the Settlement, the estimated average recovery will be approximately \$0.41 per eligible share before deduction of Court-approved fees and costs. Your portion of the Settlement proceeds will be determined by the Plan of Allocation approved by the Court. The proposed plan is in the full Settlement Notice.

Am I affected by the Settlement?

Receipt of this postcard does not mean you are a Class Member. The Class is: **all persons and entities that purchased or otherwise acquired Honest’s publicly traded common stock pursuant and traceable to the Offering Documents for Honest’s IPO prior to August 19, 2021, as well as all persons and entities that acquired ownership of a trading account, retirement account, or any other similar investment account or**

portfolio containing Honest’s publicly traded common stock that was purchased or otherwise acquired pursuant and traceable to the Offering Documents for its IPO prior to August 19, 2021, and were damaged thereby (the “Class”). Certain individuals and entities (including Defendants and their family members) are excluded from the Class by definition.

How do I get a payment?

Receipt of this postcard does not mean you are eligible for a recovery. To qualify for payment, you must submit a valid Claim Form, which can be found at www.TheHonestCompanySecuritiesLitigation.com, or you can request one by contacting the Claims Administrator. Claim Forms must be postmarked by **July 14, 2025**, and be mailed to: *In re The Honest Company, Inc. Sec. Litig.*, c/o Epiq, P.O. Box 5619, Portland, OR 97228-5619, or be submitted online by **July 14, 2025**.

How will Plaintiffs’ Counsel be paid?

The Court has appointed the law firm of Labaton Keller Sucharow LLP as Class Counsel. Class Counsel will ask the Court to award Plaintiffs’ Counsel 30% of the Settlement Fund in attorneys’ fees, plus expenses of no more than \$1,725,000, which may include reimbursement to Class Representative for her costs pursuant to 15 U.S.C. § 77z-1(a)(4). These fees and costs would total approximately \$0.15 per eligible share.

What are my other options?

You may object to the Settlement, the Plan of Allocation, or Class Counsel’s Fee and Expense Application by **July 7, 2025**, or do nothing. Class Members were given the opportunity to request exclusion in 2023. If the Court does not approve the Settlement, no payments will be made, and the lawsuit will continue. By doing nothing, you will get no payment, and you will not be able to sue any of the Released Defendant Parties for the Released Plaintiffs’ Claims. The full Settlement Notice provides instructions for submitting a Claim Form and objecting, and you must comply with all of the instructions. Visit www.TheHonestCompanySecuritiesLitigation.com.

What happens next?

The Court will hold a hearing on **July 28, 2025 at 9:00 a.m. (Pacific)**, to consider whether to approve the Settlement, the Fee and Expense Application, or the plan of allocation. You will be represented by Class Counsel unless you enter an appearance through your own counsel, at your cost. You may attend the hearing and do not need an attorney to do so.

Questions?

To learn more, scan the QR code, visit www.TheHonestCompanySecuritiesLitigation.com, call (888) 670-8722, email info@TheHonestCompanySecuritiesLitigation.com, or write *In re The Honest Company, Inc. Sec. Litig.* c/o Epiq, P.O. Box 5619, Portland, OR 97228-5619.