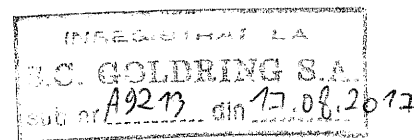


**TRANZACTII PERSOANE INITIATE /  
NOTIFICATION TRANSACTION OF INSIDERS**



In conformitate cu Art. 150 din Regulamentul CNVM nr. 1/2006 va notificam urmatoarele: /

Based on article 150 of CNVM Regulation No. 1/2006 we inform you:

Nume persoana initiata / Name of the insider:	ATUDOREI PETRU-DANIEL
Intermediar / Intermediary:	S.S.I.F. GOLDRING S.A.
Nume emitent/simbol / Issuer Name/Symbol:	LIFE IS HARD SA / LIH
Instrument financiar / Investment instruments:	Actiuni
Natura tranzactie / Trade direction:	Vanzare
Data si loc tranzactie / Trade date and venue:	16.08.2017 / BVB / Piata XRS1
Volum tranzactie / Trade volume:	640
Pret / Price:	7.1613

ASIF

Avizat RCCI

**MAFTEI COSMIN IONUT**  
**PFR02ASIF/322858**  
**GOLDRING S.A.**

Man Mihaela