

Form of Direction - Stock Incentive Plan (UK) Extraordinary General Court ('EGC') to be held on 9 September 2011



To cast your vote online 24 hours a day...**It's fast, easy and secure!**
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You will be asked to enter the Control Number, the Stockholder Reference Number (SRN) and PIN and agree to certain terms and conditions.

Control Number: 910959

SRN:

PIN:

To view the Circular containing the Notice of Extraordinary General Court and the Governor's Letter to Stockholders online log on to www.bankofireland.com/egc2011

To be effective, all votes must be lodged with the Company's Registrar at:

Computershare Investor Services (Ireland) Limited, P.O. Box 954, Heron House, Corrig Road, Sandyford Industrial Estate, Dublin 18 or through the voting website, see above, by Tuesday, 6 September 2011 at 9.00 a.m.

Explanatory Notes:

1. To be effective, this Form of Direction must be lodged at the office of the Company's Registrars by 9.00 a.m. on Tuesday, 6 September 2011.
2. Copies of the Circular containing the Notice of Meeting and the Governor's Letter to Stockholders have been sent to all offices, and are also available to download at www.bankofireland.com/egc2011
3. Any alterations made to this form should be initialled.

Please see overleaf for Form of Direction

Kindly Note: This form is issued only to the addressee(s) and is specific to the unique designated account printed hereon. This personalised form is not transferable between different (i) account holders; or (ii) uniquely designated accounts. The Bank and Computershare Investor Services (Ireland) Limited accept no liability for any instruction that does not comply with these conditions.

All Named Holders:



Form of Direction

Please use a **black** pen. Mark with an **X** inside the box as shown in this example.



I would like the Trustees of the Bank of Ireland Stock Incentive Plan (UK) to exercise the voting rights attached to the Ordinary Stock held for me in respect of the resolution relating to the Extraordinary General Court to be held in the **O'Reilly Hall, UCD, Dublin 4** on 9 September 2011 at 9.00 a.m. and any adjournment thereof.

Resolution

- 1. To approve the increase in the percentage of Ordinary Stock owned or controlled by the Investors without triggering an obligation on such Investors under Rule 9 of the Irish Takeover Rules.

For	Against	Vote Withheld
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FOLD
HERE

FOLD
HERE

(Please Sign and Date in the space provided)

Signature

Date

DD / MM / YY