

STANDARD FORM TR-1
VOTING RIGHTS ATTACHED TO SHARES– ARTICLE 12(1) OF DIRECTIVE 2004/109/EC
FINANCIAL INSTRUMENTS – ARTICLE 11(3) OF THE COMMISSION DIRECTIVE 2007/14/EC

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: **Bank of Ireland**
2. Reason for the notification (please tick the appropriate box or boxes):
 - an acquisition or disposal of voting rights
 - an acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached
 - an event changing the breakdown of voting rights
 - other;
3. Full name of person(s) subject to the notification obligation: **FMR LLC**
4. Full name of shareholder(s) (if different from 3.):
5. Date of the transaction and date on which the threshold is crossed or reached: **19th August 2013**
6. Date on which issuer notified; **20th August 2013**
7. Threshold(s) that is/are crossed or reached: **8%**
8. Notified details:

A) Voting rights attached to shares							
Class/type of shares (if possible using the ISIN CODE)	Situation previous to the Triggering transaction		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting rights	Number of shares	Number of voting rights		% of voting rights	
			Indirect	Direct	Indirect	Direct	Indirect
IE0030606259	2,402,038,638	2,402,038,638	2,427,038,638		2,427,038,638		8.05
SUBTOTAL A (based on aggregate voting rights)	2,402,038,638	2,402,038,638	2,427,038,638	2,427,038,638		8.05	

B) Financial Instruments				
Resulting situation after the triggering transaction				
Type of financial instrument	Expiration Date	Exercise/Conversion Period/Date	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights
SUBTOTAL B (in relation to all expiration dates)				

Total (A+B)	number of voting rights	% of voting rights
	2,427,038,638	8.05

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:

Sum of Factored Shares Held		Total
Custodian	Advisor	
BROWN BROTHERS HARRIMAN AND CO	FMR-FIDELITY MANAGEMENT & RESEARCH COMPANY INC.	482,533,942
	FMR-FIDELITY MANAGEMENT AND RESEARCH	1,676,601,250
	PGALLC-PYRAMIS GLOBAL ADVISORS, LLC.	567,500
	PGATC-PYRAMIS GLOBAL ADVISORS TRUST COMPANY	24,952,700
CIBC MELLON TRUST (C)	PGALLC-PYRAMIS GLOBAL ADVISORS, LLC.	1,087,600
CITIBANK NA	FMR-FIDELITY MANAGEMENT AND RESEARCH	124,509
JPMORGAN CHASE BANK	FMR-FIDELITY MANAGEMENT AND RESEARCH	8,979,703
	PGALLC-PYRAMIS GLOBAL ADVISORS, LLC.	6,385,400
	PGATC-PYRAMIS GLOBAL ADVISORS TRUST COMPANY	2,011,600
MELLON BANK NA (C)	FMR-FIDELITY MANAGEMENT AND RESEARCH	500,955
	PGALLC-PYRAMIS GLOBAL ADVISORS, LLC.	1,460,500
	PGATC-PYRAMIS GLOBAL ADVISORS TRUST COMPANY	3,294,900
	SAI-STRATEGIC ADVISERS GROUP	10,600
NATIONAL BANK TRUST (C)	FIDELITY INVTS-FIDELITY INVESTMENTS CANADA	1,080,600
NORTHERN TRUST CO (C)	FMR-FIDELITY MANAGEMENT AND RESEARCH	131,116,400
	PGATC-PYRAMIS GLOBAL ADVISORS TRUST COMPANY	2,293,900
ROYAL TRUST- TORONTO (C)	FIDELITY INVTS-FIDELITY INVESTMENTS CANADA	2,960,400

	PGALLC-PYRAMIS GLOBAL ADVISORS, LLC.	866,100
STATE STREET BANK AND TR CO	FMR-FIDELITY MANAGEMENT AND RESEARCH	53,473,479
	PGALLC-PYRAMIS GLOBAL ADVISORS, LLC.	11,822,300
	PGATC-PYRAMIS GLOBAL ADVISORS TRUST COMPANY	12,116,400
	SAI-STRATEGIC ADVISERS GROUP	1,545,100
US BANK NA (C)	PGALLC-PYRAMIS GLOBAL ADVISORS, LLC.	1,252,800
Grand Total		2,427,038,638

10. In case of proxy voting: Number of voting rights proxy holder will acquire to hold is **25,000,000**
11. Additional information:

Done at Dublin on 20 August 2013

Contact: Jeremy Crean, Deputy Group Secretary

Telephone: +353 (0) 76 623 4761