

Notification of Transactions by Persons Discharging Managerial Responsibilities and Persons Closely Associated with them

This form is required for disclosure of transactions under Article 19 of Regulation (EU) No 596/2014 of the European Parliament and of the Council of 16 April 2014 on market abuse (Market Abuse Regulation)

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Richard Goulding				
2	Reason for the notification					
a)	Position/status	Non-executive Director				
b)	Initial notification /Amendment	Initial notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Bank of Ireland Group PLC				
b)	LEI	635400C8EK6DRI12LJ39				
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted					
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of €1.00 each ISIN: IE00BD1RP616				
b)	Nature of the transaction	Acquisition of Ordinary Shares in Bank of Ireland Group PLC.				
c)	Price(s) and volume(s)	<table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse;"> <thead> <tr> <th style="padding: 2px;">Price(s)</th> <th style="padding: 2px;">Volume(s)</th> </tr> </thead> <tbody> <tr> <td style="padding: 2px;">€6.94500</td> <td style="padding: 2px;">3,000 Ordinary Shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	€6.94500	3,000 Ordinary Shares
Price(s)	Volume(s)					
€6.94500	3,000 Ordinary Shares					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	27 March 2018				

f)	Place of the transaction	Irish Stock Exchange, Dublin, Ireland
g)	Additional Information	N/A