

Standard Form TR-1

Standard form for notification of major holdings

NOTIFICATION OF MAJOR HOLDINGS

(to be sent to the relevant issuer and to the Central Bank of Ireland)

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:

Bank of Ireland Group plc

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
 An event changing the breakdown of voting rights
 Other (please specify):

Please See Additional Information

3. Details of person subject to the notification obligation:

Name:
Prudential plc group of companies

City and country of registered office (if applicable):
London, England

4. Full name of shareholder(s) (if different from 3.):

5. Date on which the threshold was crossed or reached:

24 September 2018

6. Date on which issuer notified:

26 September 2018

7. Threshold(s) that is/are crossed or reached:

3%

8. Total positions of person(s) subject to the notification obligation:

	% of voting rights attached to shares (total of 9.A)	% of voting rights through financial instruments (total of 9.B.1 + 9.B.2)	Total of both in % (9.A + 9.B)	Total number of voting rights of issuer
Resulting situation on the date on which threshold was crossed or reached	2.95%	N/A	2.95%	1,078,822,872
Position of previous notification (if applicable)	3.03%	N/A	3.03%	

9. Notified details of the resulting situation on the date on which the threshold was crossed or reached:

A: Voting rights attached to shares

Class/type of shares ISIN code (if possible)	Number of voting rights		% of voting rights	
	Direct	Indirect	Direct	Indirect
ORD EUR1 IE00BD1RP616		31,836,285		2.95%
SUBTOTAL A		31,836,285		2.95%

B 1: Financial Instruments according to Regulation 17(1)(a) of the Regulations

Type of financial instrument	Expiration date	Exercise/ Conversion Period	Number of voting rights that may be acquired if the instrument is exercised/converted.	% of voting rights
		SUBTOTAL B.1		

B 2: Financial Instruments with similar economic effect according to Regulation 17(1)(b) of the Regulations

Type of financial instrument	Expiration date	Exercise/ Conversion Period	Physical or cash settlement	Number of voting rights	% of voting rights
			SUBTOTAL B.2		

10. Information in relation to the person subject to the notification obligation (please tick the applicable box):

Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer.

Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entity:

Name	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold
Prudential plc (parent Company) – 31,836,285 - (2.95%)			

11. In case of proxy voting: [*name of the proxy holder*] will cease to hold [% and *number*] voting rights as of [*date*]

12. Additional information:

We no longer hold a notifiable interest.

After a review of The Transparency (Directive 2004/109/EC) Regulations 2007, Prudential plc has deemed that Jackson National Asset Management ('JNAM') will no longer be aggregated in filings with immediate effect. JNAM has delegated to Sub-Advisers the power to vote the Funds' portfolio securities and the power to dispose of those securities. In addition, JNAM does not exercise investment discretion over the Funds, because it does not have the power to decide which securities are bought and sold.

Done at Dublin on 27 September 2018

Contact: Helen Nolan, Group Secretary

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