

## 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)]

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	<i>PAT BUTLER</i>
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	<i>NON-EXECUTIVE DIRECTOR OF THE GOVERNOR AND COMPANY OF THE BANK OF IRELAND</i>
b)	Initial Notification Amendment	<i>INITIAL NOTIFICATION</i>
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	<i>THE GOVERNOR AND COMPANY OF THE BANK OF IRELAND</i>
b)	LEI	<i>Q2GQA2KF6XJ24W42G291</i>
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument Identification code	<i>ORDINARY STOCK</i> <i>ISIN: IE0030606259</i>
b)	Nature of the transaction	<i>ACQUISITION OF ORDINARY STOCK</i>

## Managers' Transactions

c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>€0.18 PER UNIT OF ORDINARY STOCK</td> <td>70,000 UNITS OF ORDINARY STOCK</td> </tr> <tr> <td>&lt;insert row for more than one transaction&gt;</td> <td>&lt;insert row for more than one transaction&gt;</td> </tr> </tbody> </table>	Price(s)	Volume(s)	€0.18 PER UNIT OF ORDINARY STOCK	70,000 UNITS OF ORDINARY STOCK	<insert row for more than one transaction>	<insert row for more than one transaction>
Price(s)	Volume(s)							
€0.18 PER UNIT OF ORDINARY STOCK	70,000 UNITS OF ORDINARY STOCK							
<insert row for more than one transaction>	<insert row for more than one transaction>							
d)	Aggregated information — Aggregated volume — Price	<p>70,000 UNIT OF ORDINARY STOCK</p> <p>€12,600</p>						
e)	Date of the transaction	01 AUGUST 2016						
f)	Place of the transaction	LONDON STOCK EXCHANGE						
g)	Additional Information	<p>DATE ISSUER INFORMED OF TRANSACTION: 1 AUGUST 2016</p> <p>TOTAL SHAREHOLDING IN THE GOVERNOR AND COMPANY OF THE BANK OF IRELAND FOLLOWING NOTIFICATION: 92,519 UNITS OF ORDINARY STOCK (.00028%)</p>						