

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

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):

3. Details of person subject to the notification obligation:

Name:	City and country of registered office (if applicable):
AKO Capital LLP	London, U.K.

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

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

24 June 2016

6. Date on which issuer notified:

27 June 2016

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		3.00	3.00	32,363,275,073

Position of previous notification (if applicable)		N/A	N/A	
---	--	-----	-----	--

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
IE0030606259				
SUBTOTAL A				

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
CFD	N/A	N/A	Cash Settlement	972,407,319	3.00
SUBTOTAL B.2				972,407,319	3.00

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
Nicolai Tangen (as Controller of AKO Capital LLP, the investment manager)		3.00	3.00

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:

AKO Capital LLP is discretionary Investment manager to a number of Funds. No one Fund managed by AKO Capital LLP has a disclosable position in Bank of Ireland.

Done at Dublin on

28 June 2016

Contact: Helen Nolan, Group Secretary

Telephone: +353 (0) 76 623 4710