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

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4.	Reason	IOI	me no	ımcaı	ion (piease	uck	me	appro	priate	UUX	OI.	boxes):

- $[\underline{x}]$ 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
- 3. Full name of person(s) subject to the notification obligation:

BlackRock, Inc.

- 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:

29th August 2014

6. Date on which issuer notified:

2nd September 2014

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

Holding has gone above 4%

8. Notified details:

A) Voting rights attached to shares										
Class/type of	Situation pre	vious to the	Resulting situation after the triggering transaction							
shares (if Triggering transaction										
possible using	Number of	Number of	Number of	Number of voting rights		% of voting rights				
the ISIN	Shares	Voting	shares							
CODE)		rights	Direct	Direct	Indirect	Direct	Indirect			
IE0030606259	987,132,270	987,132,270	N/A	N/A	1,343,256,714	N/A	4.15%			

SUBTOTAL					
A (based on					
aggregate					
voting rights)	N/A	N/A	N/A	1,343,256,714	4.15%

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 o	of '	voting	% of voting rights
	rights			
1,343,256,714	1,343,256,71	4		4.15%

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

BlackRock Investment Management (UK) Limited – 1,343,256,714–4.15%

- 10. In case of proxy voting: [name of the proxy holder] will cease to hold [number] voting rights as of [date].
- 11. Additional information:

Done at Dublin on 2 September 2014

Contact: Helen Nolan, Group Secretary

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