

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**

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 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:

Ameriprise Financial Inc

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

Threadneedle Asset Management Holdings Ltd

Columbia Management Investment Advisers LLC

5. Date of the transaction and date on which the threshold is crossed or reached:

15/05/2014

6. Date on which issuer notified;

21/05/2014

7. Threshold(s) that is/are crossed or reached: **Above 4%**

8. Notified details:

| A) Voting rights attached to shares | | | | | | | |
|---|--|-------------------------|--|-------------------------|---------------|--------------------|----------|
| Class/type of shares (if possible using the ISIN CODE) | Situation previous to the Triggering transaction | | Resulting situation after the triggering transaction | | | | |
| | Number of Shares | Number of Voting rights | Number of shares | Number of voting rights | | % of voting rights | |
| | | | Direct | Direct | Indirect | Direct | Indirect |
| IE0030606259 | 977,854,555 | 977,854,555 | 13,205,235 | 13,205,235 | 1,285,544,613 | 0.041% | 3.972% |
| US46267Q2021 | 1,221,400 | 1,221,400 | 0 | 0 | 1,213,360 | 0 | 0.004% |
| SUBTOTAL A (based on aggregate voting rights) | 979,075,955 | 979,075,955 | 13,205,235 | 1,299,963,208 | | 4.017% | |

| 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 of voting rights | % of voting rights |
|--------------------|--------------------------------|---------------------------|
| | 1,299,963,208 | 4.017% |

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

Ameriprise Financial, Inc., which through intermediate holding companies controls the voting rights of Columbia Management Investment Advisers LLC, Columbia Wanger Asset Management LLC, Threadneedle Management Luxembourg S.A. and Threadneedle Asset Management Holdings Ltd, which itself controls the voting rights of Threadneedle Asset Management Ltd, Threadneedle International Ltd and Threadneedle Pensions Ltd.

Threadneedle Asset Management Holdings Ltd – 1,225,900,570 Shares

Columbia Management Investment Advisers LLC – 74,062,638 Shares

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 22nd May 2014

Contact: Helen Nolan, Group Secretary

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