

Notification of Transactions of (1) Persons Discharging Managerial Responsibility and (2) Persons closely associated with Persons Discharging Managerial Responsibility

This form is intended for use by an issuer making a notification required by Rules 7.2 and 7.3 of the **Central Bank of Ireland's Market Abuse Rules** in relation to a person falling within either of the above categories of individual. These categories are defined in Regulation 12 (8) of the Market Abuse (Directive 2003/6/EC) Regulations 2005 and are detailed as part of this form.

All relevant boxes should be completed in block capital letters.

1	Name of the Issuer THE GOVERNOR AND COMPANY OF THE BANK OF IRELAND	2	Name of person discharging managerial responsibilities MR MICHAEL TORPEY ~PDMR
3	State whether notification relates to a person closely associated with a person discharging managerial responsibilities named in 2 and identify the connected person N/A	4	Indicate whether the notification is in respect of a holding of the person referred to in 2 or 3 above or in respect of a non-beneficial interest NOTIFICATION IN RELATION TO PERSON NAMED IN 2 ABOVE
5	Description of shares or derivatives or other financial instruments linked to them ORDINARY STOCK OF €0.05 PER UNIT	6	Name of registered shareholder(s) and, if more than one, number of shares or derivatives or other financial instruments linked to them, held by each shareholder GOODBODY STOCKBROKERS NOMINEES LIMITED
7	State the nature of the transaction ACQUISITION OF ORDINARY STOCK	8	Number of shares, derivatives or other financial instruments linked to them acquired 1,000,000 UNITS OF ORDINARY STOCK
9	Number of shares, derivatives or other financial instruments linked to them disposed of N/A	10	Price per share or derivative or other financial instrument linked to them or value of transaction €0.191 PER UNIT OF ORDINARY STOCK
11	Date and place of transaction 2 AUGUST 2013, DUBLIN, IRELAND	12	Date issuer informed of transaction 6 AUGUST 2013
13	Any additional information	14	Name of contact and telephone number for queries FIONA MAHON DEPUTY GROUP SECRETARY Tele No: + 353 (0) 76 623 4718

Name and signature of duly designated officer of issuer responsible for making notification

Fiona Mahon, Deputy Group Secretary

Date of notification

7 August 2013