

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.):
5. Date of the transaction and date on which the threshold is crossed or reached:
22/09/2014
6. Date on which issuer notified;
24/09/2014
7. Threshold(s) that is/are crossed or reached: **Below 3%**
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 | 1,254,370,974 | 1,254,370,974 | 23,610,243 | 23,610,243 | 945,923,496 | 0.073% | 2.922% |
| US46267Q2021 | 1,241,520 | 1,241,520 | 0 | 0 | 1,309,480 | 0 | 0.004% |
| SUBTOTAL A (based on aggregate voting rights) | 1,255,612,494 | 1,255,612,494 | 23,610,243 | 970,843,219 | | 2.999% | |

| 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 |
|--------------------|--------------------------------|---------------------------|
| | 970,843,219 | 2.999% |

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:
Ameriprise Financial, Inc. (“Ameriprise”) is the ultimate parent company of certain investment advisory subsidiaries which manage funds and accounts holding shares of Bank of Ireland and accordingly have voting authority with respect to such shares. Direct and indirect subsidiaries of Ameriprise include Columbia Management Investment Advisers, LLC, Columbia Wanger Asset Management, LLC, Threadneedle Management Luxembourg S.A. and Threadneedle Asset Management Holdings Ltd, which itself is the parent company of Threadneedle Asset Management Ltd, Threadneedle International Ltd and Threadneedle Pensions Ltd.
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 24th September 2014
Contact: Helen Nolan, Group Secretary
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