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):
 - [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:

3rd December 2014

6. Date on which issuer notified:

5th December 2014

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

Holding has gone above 5%

8. Notified details:

A) Voting rights attached to shares							
Class/type of	Situation prev	vious to the	Resulting situation after the triggering transaction				
shares (if	Triggering trans	action					
possible using	Number of	Number of	Number	Number	of voting rights	% of voti	ng rights
the ISIN	Shares	Voting rights	of shares				
CODE)			Direct	Direct	Indirect	Direct	Indirect
IE0030606259	1,343,256,714	1,343,256,714	N/A	N/A	1,623,913,989	N/A	5.02%

SUBTOTAL			
A (based on		1,623,913,989	5.02%
aggregate		1,023,913,969	3.02%
voting rights)			

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	% of voting rights
	rights	
1,623,913,989	1,623,913,989	5.02%

- 9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:
- 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 5th December 2014

Contact: Helen Nolan, Group Secretary

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