

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: **The Governor and Company of the 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: **The Capital Group Companies, Inc.**
4. Full name of shareholder(s) (if different from 3.): **See Schedule A**
5. Date of the transaction and date on which the threshold is crossed or reached: **08 March 2013**
6. Date on which issuer notified: **12 March 2013**
7. Threshold(s) that is/are crossed or reached: **8%**
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 |
| Ordinary (IE0030606259) | 2,396,862,968 | 2,396,862,968 | | | 2,696,862,968 | | 8.95% |
| | | | | | | | |
| SUBTOTAL A (based on aggregate voting rights) | 2,396,862,968 | 2,396,862,968 | | | 2,696,862,968 | | 8.95% |

| 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 |
| N/A | | | | |
| | | | | |
| | | SUBTOTAL B (in relation to all expiration dates) | | |

| Total (A+B) [where applicable in accordance with national law] | number of voting rights | % of voting rights |
|---|--------------------------------|---------------------------|
| 2,696,862,968 | 2,696,862,968 | 8.95% |

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: **See Schedule A**
10. In case of proxy voting: [name of the proxy holder] will cease to hold [number] voting rights as of [date] n/a
11. Additional information:

Due to a company reorganisation, Capital Research and Management Company ("CRMC") and Capital Group International, Inc. ("CGII") will no longer report relevant holdings under management. With effect from 1 September 2012, the holdings under management of CRMC and CGII are being reported in aggregate by The Capital Group Companies, Inc.

Done at Dublin on 12 March 2013
Contact: Helen Nolan, Group Secretary
Telephone: +353 (0) 76 623 4710

Schedule A

As of 8 March 2013

The Governor and Company of the Bank of Ireland

| | <u>Number of Shares</u> | <u>Percent of Outstanding</u> |
|---|-------------------------|-----------------------------------|
| <u>The Capital Group Companies, Inc.</u> | 2,696,862,968 | 8.950% |
| <u>("CG") holdings</u> | | |

Holdings by CG Management Companies and Funds:

| | | |
|---|---------------|--------|
| . Capital Research and Management Company | 2,696,862,968 | 8.950% |
| . EuroPacific Growth Fund | 2,255,842,276 | 7.486% |

(Direct shareholding that does not exercise its own voting shares. Voting shares are exercised by CRMC.)