

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
 - other;
3. Full name of person(s) subject to the notification obligation: **FMR LLC**
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: **12th September 2013**
6. Date on which issuer notified; **13th September 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	
			Indirect	Direct	Indirect	Direct	Indirect
IE0030606259	2,411,456,341	2,411,456,341	2,407,456,341		2,407,456,341		7.98
SUBTOTAL A (based on aggregate voting rights)	2,411,456,341	2,411,456,341	2,407,456,341	2,407,456,341		7.98	

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
	2,407,456,341	7.98

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

Sum of Factored Shares Held		
Custodian	Advisor	Total
BROWN BROTHERS HARRIMAN AND CO	FMRC-FIDELITY MANAGEMENT & RESEARCH COMPANY INC.	442,500,000
	FMR-FIDELITY MANAGEMENT AND RESEARCH	1,676,601,250
	PGALLC-PYRAMIS GLOBAL ADVISORS, LLC.	813,400
	PGATC-PYRAMIS GLOBAL ADVISORS TRUST COMPANY	35,709,400
CIBC MELLON TRUST (C)	PGALLC-PYRAMIS GLOBAL ADVISORS, LLC.	1,558,900
JPMORGAN CHASE BANK	FMR-FIDELITY MANAGEMENT AND RESEARCH	8,957,800
	PGALLC-PYRAMIS GLOBAL ADVISORS, LLC.	9,038,800
	PGATC-PYRAMIS GLOBAL ADVISORS TRUST COMPANY	2,885,200
MELLON BANK NA (C)	FMR-FIDELITY MANAGEMENT AND RESEARCH	277,997
	PGALLC-PYRAMIS GLOBAL ADVISORS, LLC.	2,093,800
	PGATC-PYRAMIS GLOBAL ADVISORS TRUST COMPANY	4,720,700
NATIONAL BANK TRUST (C)	FIDELITY INVTS-FIDELITY INVESTMENTS CANADA	1,556,200
NORTHERN TRUST CO (C)	FMR-FIDELITY MANAGEMENT AND RESEARCH	146,718,100
	PGATC-PYRAMIS GLOBAL ADVISORS TRUST COMPANY	3,294,300
ROYAL TRUST- TORONTO (C)	FIDELITY INVTS-FIDELITY INVESTMENTS CANADA	4,241,800
	PGALLC-PYRAMIS GLOBAL ADVISORS, LLC.	1,238,800
STATE STREET BANK AND TR CO	FMR-FIDELITY MANAGEMENT AND RESEARCH	27,681,794
	PGALLC-PYRAMIS GLOBAL ADVISORS, LLC.	17,065,600
	PGATC-PYRAMIS GLOBAL ADVISORS TRUST COMPANY	16,524,800
	SAI-STRATEGIC ADVISERS GROUP	2,183,600

US BANK NA (C)	PGALLC-PYRAMIS GLOBAL ADVISORS, LLC.	1,794,100
Grand Total		2,407,456,341

10. In case of proxy voting: Number of voting rights proxy holder will dispose to hold is **4,000,000**

11. Additional information:

Done at Dublin on 13th September 2013

Contact: Helen Nolan, Group Secretary

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