

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):
**Threadneedle Asset Management Holdings Ltd
Columbia Management Investment Advisers, LLC**
5. Date of the transaction and date on which the threshold is crossed or reached:
13/08/2014
6. Date on which issuer notified;
14/08/2014
7. Threshold(s) that is/are crossed or reached: **Below 4%**
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	1,301,206,202	1,301,206,202	23,571,698	23,571,698	1,230,799,276	0.073%	3.803%
US46267Q2021	1,224,600	1,224,600	0	0	1,241,520	0	0.004%
SUBTOTAL A (based on aggregate voting rights)	1,302,430,802	1,302,430,802	23,571,698	1,255,612,494		3.880%	

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
	1,255,612,494	3.880%

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

Ameriprise Financial, Inc., which through intermediate holding companies controls the voting rights of Columbia Management Investment Advisers, LLC, Columbia Wanger Asset Management, LLC, Threadneedle Management Luxembourg S.A. and Threadneedle Asset Management Holdings Ltd, which itself controls the voting rights of Threadneedle Asset Management Ltd, Threadneedle International Ltd and Threadneedle Pensions Ltd.

Threadneedle Asset Management Holdings Ltd – 1,143,385,714 Shares

Columbia Management Investment Advisers, LLC – 112,226,780 Shares

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 14 August 2014

Contact: Jeremy Crean, Deputy Group Secretary

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