

# Notification of Transactions by Persons Discharging Managerial Responsibilities and Persons Closely Associated with them

This form is required for disclosure of transactions under Article 19 of Regulation (EU) No 596/2014 of the European Parliament and of the Council of 16 April 2014 on market abuse (Market Abuse Regulation)

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Richard Goulding				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Non-executive Director				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	Bank of Ireland Group PLC				
b)	LEI	635400C8EK6DRI12LJ39				
<b>4</b>	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>					
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary Shares  ISIN: IE00BD1RP616				
b)	Nature of the transaction	Acquisition of Ordinary Shares in Bank of Ireland Group PLC.				
c)	Price(s) and volume(s)	<table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Price(s)</th> <th style="text-align: left;">Volume(s)</th> </tr> </thead> <tbody> <tr> <td>€6.821414</td> <td>2,000 Units of Ordinary Shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	€6.821414	2,000 Units of Ordinary Shares
Price(s)	Volume(s)					
€6.821414	2,000 Units of Ordinary Shares					
d)	Aggregated information  - Aggregated volume  - Price					
e)	Date of the transaction	07 September 2017				

f)	Place of the transaction	London Stock Exchange