

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)

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Desmond Crowley				
2	Reason for the notification					
a)	Position/status	Chief Executive Officer, Retail UK				
b)	Initial notification /Amendment	Initial notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Bank of Ireland Group PLC				
b)	LEI	635400C8EK6DRI12LJ39				
4	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					
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares ISIN: IE00BD1RP616				
b)	Nature of the transaction	Sale 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="width: 50%;">Price(s)</th> <th style="width: 50%;">Volume(s)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">£5.94</td> <td style="text-align: center;">25,057 Units of Ordinary Shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£5.94	25,057 Units of Ordinary Shares
Price(s)	Volume(s)					
£5.94	25,057 Units of Ordinary Shares					
d)	Aggregated information - Aggregated volume - Price	 25,057 £5.94				
e)	Date of the transaction	27 September 2017				

f)	Place of the transaction	Selftrade (Invest UK) London Stock Exchange