

**Thursday 31 October 2024**

**The AA acquires 51% stake of AA Media Ltd owned by Enthuse Group Ltd**

The AA has acquired the 51% stake of AA Media Ltd owned by Enthuse Group Ltd, giving The AA 100% ownership of the company. Jakob Pfaudler, AA CEO, commented: "The AA is delighted to bring AA Media fully back into the wider group and is looking forward to exploring the opportunities it will bring to promote The AA brand and the chance for AA Media's offerings to play a part in our broader membership proposition."

It is five years since Enthuse acquired its majority stake in AA Media and the founder and Chair of Enthuse, Owen Davies commented: "It has been a very successful time for AA Media and we are pleased to have contributed to its growth and strategic development, especially digitally. Both parties have benefitted from our partnership with The AA and we wish the business and all our colleagues every future success."

About The AA: The AA is the UK's leading provider of roadside assistance, with approximately 2,700 patrols attending an average of around 9,400 breakdowns daily. The Roadside business includes many other services, which enrich membership, including Driving Services through the AA's Driving School and BSM platforms, and DriveTech, the market leader in driver education. AA Smart Care provides peace of mind when booking a MOT, maintenance, service and repair by only using AA inspected and approved garages. The AA's insurance broker focuses primarily on motor and home policies, operating a diverse panel of underwriters including the AA's in-house underwriter. The Insurance division also includes the AA's Financial Services