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Industry Leader ‘The Owens Group International’ Brings Portfolio of Companies Under ‘Reunitus™’ Umbrella

Lost Item Resolution Company Rebrands Ahead of Next 50 Years of Growth

ATLANTA, February 22, 2023 – Today, The Owens Group International is excited to announce it has brought together its portfolio of companies under one umbrella brand: Reunitus™. The culmination of more than 50 years of innovation, the organization’s new corporate identity concisely communicates the synergy which exists across the industry’s only truly comprehensive end-to-end solution for lost item tracing, management and resolution.



Reunitus is a Latin word that means ‘to unite again,’ which is at the core of our DNA as a company,” said Chief Executive Officer, Bryan Owens. “It’s a word that bears strength and redemption. Our mission at Reunitus is to make every loss a win, for your company, for your employees and for your customers. We do that through best of class software, the industry’s only lost and found managed service and unparalleled monetization services.”

What began in 1970 as a unique salvage solution for national bus lines, is now one of the most trusted comprehensive lost item resolution companies in the world. Reunitus works with the world’s leading airlines, airports, casinos, resorts, theme parks, and more to help them optimize their lost item tracing, management, and resolution. Ultimately, the company turns what was once a costly challenge into a positive customer experience and profitable operation.

Combining industry-leading technology and seasoned managed services expertise, Reunitus provides comprehensive end-to-end solutions that reunite lost items with unsurpassed speed and ease.

The Reunitus portfolio includes:

- NetTracer®
- Reunitus Managed Services
- Reclaimed for Good Foundation®
- Unclaimed Baggage®

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“For more than five decades, we’ve built and optimized new solutions to ensure lost items get where they belong,” added Owens. “And in the rare cases we can’t, we find ways to give those items a new life.”

To learn more about Reunitus, visit reunitus.com.

About Reunitus

Working with the world’s leading travel, transportation and entertainment businesses, Reunitus™ combines industry-leading technology and managed services built over decades of innovation to reunite lost items with their owners, with unsurpassed speed and ease. The only end-to-end solution in the industry, Reunitus strives to make every loss a win for companies, their customers and their employees, through best of class software, managed services, and unparalleled lost item monetization. The Reunitus portfolio includes NetTracer®, Reunitus Managed Services, Reclaimed for Good Foundation® and Unclaimed Baggage®. For more information, visit reunitus.com.

What started as a unique salvage solution for national bus lines is now one of the most innovative baggage and lost item resolution companies in the world.

Timeline:

1970: Born and raised in northeast Alabama, third-generation entrepreneur Doyle Owens was struck with an idea. Using a borrowed pickup truck and a \$300 loan, he drove to Washington D.C. and bought his first load of unclaimed baggage from Trailways Bus Line. He then sold the contents on card tables in a rented house. The venture was an instant success, and Unclaimed Baggage® was born.

1978: Doyle's entrepreneurial spirit took flight as he landed his first airline contract with Eastern Airlines. Gradually, Unclaimed Baggage formed relationships with all other domestic airlines, solidifying its position as the country's only lost luggage store.

1989: Doyle's eldest son, Bryan, following in his father's entrepreneurial footsteps, moved to Dallas, TX and developed the baggage tracing and resolution system, BagNet. BagNet's revolutionary on-screen pull-down menus helped simplify the process of baggage tracing and management. BagNet was the first PC based real time enterprise software in the industry.

1995: BagNet grew in functionality and was sold to an industry partner. However, Bryan continued to believe there was an industry-wide need for a contemporary baggage tracing solution. During the same year, he and his wife, Sharon, took over Unclaimed Baggage and began an expansion of the Unclaimed Baggage store to cover more than a city block. The business added a cafe and a Museum of Found Treasures, making it a true shopping and tourist destination. As the popularity of the store increased, so did the curiosity of media outlets. Oprah featured Unclaimed Baggage as one of America's "best-kept shopping secrets." Since then, the store has been featured in publications such as Vogue, HuffPost, BuzzFeed, The Wall Street Journal, The New York Times, Good Morning America, and most recently, National Geographic.

Over a million guests visit annually from all over the globe, making Unclaimed Baggage a top tourist attraction.

2006: After relocating to Atlanta, Georgia, Bryan utilized his organization's in-depth understanding and expertise to develop NetTracer®, the first web-based tracing and resolution system. NetTracer quickly gained broad market adoption in North America and became the industry standard solution.

2011: NetTracer expanded upon its lost and found capabilities to develop NetTracer Lost & Found, a stand-alone solution for items lost on airlines, rental cars, trains, in airports and other locations. Bryan and his team leveraged the new platform to create Lost and Found Central®, a managed service for the air transport industry.

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2014: BagCentral®, powered by NetTracer, launched as a baggage managed service for the airline industry, performing outsourced tasks such as baggage resolution and claims processing.

2020: Unclaimed Baggage celebrated half a century of giving new life to lost items. To commemorate such a milestone, the company created a replica of the 1965 Chevy pickup truck Mr. Owens drove to retrieve his first load of unclaimed bags and visited 50 States with it.

In the same year, Unclaimed Baggage launched an online store, offering shoppers the opportunity to purchase found treasures at unclaimedbaggage.com. Since its debut, the online store has seen more than 7.5 million visitors and continues to expand. In response to the pandemic, virtual services were created to support airline partners – vBSO® and vBagAgent™.

2023: Owens Group International brought its portfolio of companies under one umbrella brand: Reunitus™. The culmination of more than 50 years of innovation, the organization's new corporate identity concisely communicates the synergy which exists across the industry's only truly comprehensive end-to-end solution for lost item tracing, management and resolution.

Reunitus brings together the only end-to-end solution in the industry, achieving its mission to make every loss a win for companies, their customers and their employees. Reunitus does this through best-of-class software, the only lost and found managed service and unparalleled lost item monetization services.

The Reunitus portfolio of companies includes NetTracer, Reunitus Managed Services, Reclaimed for Good Foundation and Unclaimed Baggage.

NetTracer

- Founded in 2006, today NetTracer is the world's most advanced baggage resolution platform.
- NetTracer's seamless integration with complex systems results in a single user interface and higher employee productivity.
- NetTracer products include:
 - Baggage resolution: Effectively resolve all of your mishandled baggage issues.
 - vBSO®: Enable passenger self-service and activate best-in-class workflows.
 - vBagAgent™: Automatically update customers at every step of the process.
 - Fraud detection: Alert your employees of fraudulent baggage claim patterns.
 - Claims management: Automate and optimize your baggage claims process.
 - Lost and found: Automate and optimize your lost & found management process.

Reunitus Managed Services

- Reunitus software and services achieve optimal lost item resolution and repurposing for leading travel and entertainment firms.
- Comprehensive solutions include:
 - Baggage resolution: The end-to-end software and services, rooted in decades of innovation, result in unsurpassed resolution speed and effectiveness.
 - Lost item resolution: Reunitus is the leader in lost item management and optimization for hospitality, entertainment and transportation businesses.
 - Lost item revenue: When items can't be reunited with their owners, they are given new life and create a new source of revenue.

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Unclaimed Baggage

- Unclaimed Baggage was founded in 1970 by Hugo Doyle Owens.
- In 1995, Owens' son Bryan and his wife Sharon purchased the business, adding a cafe and a Museum of Found Treasures, and making it a true shopping and tourist destination.
- As the country's only merchant of unclaimed and lost airline baggage and its contents, Unclaimed Baggage sells goods that airlines have been unable to reunite with their former owners.
- The store has made national news for its ever-changing array of unique items from around the world, all sold at an incredible value.
- The 50,000-square-foot store stretches more than a city block.
- Unclaimed Baggage has been dubbed the "Lost Luggage Capital of the World" and is one of Alabama's top tourist attractions.
- Unclaimed Baggage is the nation's only merchant of unclaimed and lost baggage and its contents.
- Unclaimed Baggage stocks approximately 7,000 unique, heavily discounted items each day in its retail store, and thousands more online.
- Unclaimed Baggage restocks the sales floor with up to 7,000 items daily.
- Unclaimed Baggage® has purchasing agreements for unclaimed items with all domestic airlines and other travel and transportation companies.

Reclaimed for Good

- Believing there's "a purpose for every bag," Reunitus' philanthropic program, Reclaimed for Good, has established partnerships with dozens of local, national and global charity organizations so leftover items can meet the needs of others.
- Reclaimed for Good has given millions of dollars' worth of product and profit to meet needs all around the globe.
- On average, for every item sold in the Unclaimed Baggage store or online, another item is donated to someone in need.
- "Love Luggage" is an ongoing program of Reclaimed for Good that gives personalized luggage to foster children, often replacing the garbage bags many children typically use to transport their belongings.
- Reclaimed for Good partners with the Salvation Army to provide clothing, supplies, and financial resources for the organization's Disaster Relief Services and Adult Rehabilitation Centers.
- Every Christmas season, Unclaimed Baggage serves as a resource and collection center for shoeboxes that are distributed throughout the world by Operation Christmas Child, an outreach program of Samaritan's Purse.



Bryan Owens, Chief Executive Officer

Bryan is the founder and Chief Executive Officer of Reunitus, the industry leader in baggage and lost item resolution. He is a fourth-generation entrepreneur who has pioneered the art and science of making every loss a win – reuniting items with their rightful owners and maximizing the value of leftover items. Bryan cultivates a culture of generosity, ingenuity, entrepreneurship and service to the community.

Originally from Alabama, Bryan graduated from Samford University. He is also a graduate of the Harvard Business School Owner-President Management Program. Bryan is a strong advocate of faith, family and free enterprise. He has been happily married to his wife Sharon for more than three decades and is the proud father of three sons.



Sharon Owens, Chief Brand Officer

Sharon oversees all major aspects of all Reunitus brands, from brand identity to guest experience. She has been involved with the Owens family portfolio of companies for more than 30 years and serves on the Reunitus Board of Directors.

Sharon is trained in brand management and marketing and served in leadership positions at PepsiCo. She is passionate about telling the story of Unclaimed Baggage® and Reunitus and doing good well through its Reclaimed for Good® Foundation.

Sharon earned a Masters of Business Administration from North Carolina Chapel Hill and a B.A. in Communications from Wheaton College. She and her husband Bryan have three sons who have each used their unique gifts and talents to help the family business in some capacity.



Mindi Cooke, Senior Vice President, Business Development

Mindi leads Reunitus' Business Development across all hospitality, entertainment and transportation industries. Mindi is known for being a great partner and is spear-heading Reunitus' fast growth in verticals that experience a high volume of Lost and Found items.

Mindi has held senior roles with Randa Accessories, Global Brands Group, Martha Stewart Omnimedia, and Tommy Hilfiger. Her extensive experience growing businesses and nurturing partnerships make her a great asset to the company.

Mindi is a graduate of Kent State University. She and her husband have three children.



Ricardo Lopez, Chief Growth Officer

Ricardo is charged with advancing Reunitus' leadership in all aspects of lost item resolution, overseeing the company's Partner Center of Excellence, and leading the company's strategic growth initiatives.

Ricardo has 25+ years of experience in delivering superior performance through new business expansion in the hotel and airline industries. A seasoned leader, Ricardo has served in executive positions with IHG Hotels and Resorts and Taca/Avianca Airlines. He brings a passion for growth, excellence in execution, and leading with purpose.

A native of El Salvador, Ricardo achieved a Masters of Business Administration from Harvard Business School and a B.S. in Finance and Economics from E.S.E.N.



Byron Smith, Chief Technology Officer, Head of NetTracer

Byron leads Reunitus' technology strategy and development and heads the NetTracer baggage resolution platform. Over the last 16 years, he has had a major role in building Reunitus' innovative solutions. Byron is now overseeing the expansion of NetTracer, from powering mishandled baggage resolution to strengthening lost item resolution.

Byron is deeply involved with customers and is known for achieving a masterful balance of stability with best-practice uptime while also being highly responsive to emerging needs and customer-driven innovation. Byron's passion is to deliver exceptional value for customers.

Originally from Texas, Byron graduated from Texas A&M University with a Bachelor of Science in Computer Science. Byron has been married for more than 15 years and has four children.



Daris McCullough, President, Reunitus Airlines and Managed Services

Daris is the President of Reunitus Airlines and Managed Services. He has more than 30 years of demonstrated strategic leadership and collaborative customer partnerships. He brings a unique combination of strategic and operational excellence from Fortune 500 corporations and high growth technology companies.

Daris graduated from the University of Kentucky and Northwestern University (Kellogg School of Management). Daris is a husband and father to two sons.

For Bryan Owens or Sharon Owens:

- Can you share a bit about the company's founding in 1970 and its rich history?
- What is the portfolio of companies which fall under the Reunitus umbrella?
- As the next generation leading Reunitus' future, how do you believe its roots as a family-owned organization influence the business?
- How would you describe your company culture and brand?
- How has Reunitus streamlined lost item tracing, management and resolution across the world's leading airlines, airports, casinos, resorts and theme parks?
- As a seasoned entrepreneur, what do you hope to achieve next as a company?
- In what ways is Reunitus poised for continued growth?
- What is Reclaimed for Good?
- How is Reunitus a champion for sustainability?

For Ricardo Lopez, Daris McCullough or Mindi Cooke:

- How is Reunitus a leader in its industry?
- Airlines have continued to experience a spike in lost luggage. How is Reunitus helping to alleviate the issue?
- How have the recent challenges for the airline industry impacted your business?
- Is it getting better, or worse?
- What changes or improvements do you think are on the horizon, as it relates to lost item tracing, management and resolution across the world's leading airlines, airports, casinos, resorts and theme parks?
- What sets Reunitus apart from other businesses in its industry?
- In what ways is Reunitus poised for continued growth?

For Byron Smith:

- How is the NetTracer baggage resolution platform poised to expand?
- In what ways have advancements in AI impacted NetTracer and the other business verticals of Reunitus?
- What changes or improvements do you think are on the horizon as it relates to lost item tracing?
- In what ways is Reunitus a leader in innovation?

Website and Social Media:

- Website: reunitus.com
- LinkedIn: linkedin.com/company/reunitus