### TEXAS LOTTERY COMMISSION Scratch Ticket Game Closing Analysis SUMMARY REPORT

Scratch Ticket Information		Date Completed	8/30/2017
Game #	1764	Confirmed Packs	3,609
Game Name	\$1,000,000 Riches	Active Packs	2,329
Quantity Printed	6,112,700	Warehouse Packs	64,390
Price Point	\$20	Returned Packs	11
Start Date	8/15/2016	Printed Payout Percentage	74.90%
Top Prize	\$ 1,000,000	Percent Sold	70.77%
Number of Top Prizes Remaining	4	Number of Weeks Out	54

Current Game Sales Analysis								
TANGIBLE COSTS								
Expenditure Impact:								
Cost to print tickets	\$	278,617	Actual ticket production costs					
Prize payout expense	\$	61,641,470	Data from Instant Ticket Tier Liability screen in ES					
Estimated Direct Costs	\$	61,920,087						
TANGIBLE BENEFITS								
Revenue Impact:								
Estimated sales	\$	86,519,156	Based on # of tkts printed, times % sold from DaVinci report, times the price point					
<b>Total Estimated Benefits</b>	\$	86,519,156						
Excess of Revenue over Expended	\$	24,599,069						

### **INTANGIBLE POSITIVE BENEFITS:**

- --Allows for open bin space for new games at same price point with higher average weekly sales.
- --Allows retailers to return inventory to TLC that is not selling thus releasing their financial burden

### **INTANGIBLE NEGATIVE BENEFITS:**

--There are still valuable prizes remaining in this game.

#### Assumptions:

--Estimated sales revenue is calculated based on the number of tickets printed times the percent sold from the DaVinci report. The percent sold amount is based on pack settlements. Some partial packs could be returned thus slightly reducing the sales revenue amount reported above.

	Weekly Sales Comparison Information							
	Previous 3 V	Veeks Sales from DaVi	<u>nci</u>					
	Most recent week sales	\$	506,660					
	Next week	\$	501,400					
	Next week	\$	508,520					
Av	g Weekly Sales Current Game	\$	505,527	*				
A	vg Weekly Sales \$20; 5M Qty	\$	2,150,202 *					
Per	centage Of Variance In Sales		76%					

# TEXAS LOTTERY COMMISSION Scratch Ticket Game Closing Analysis RECOMMENDATION AND APPROVALS

### **Instant Ticket Information**

Game #	1764	Printed Payout Percentage	74.90%
Game Name	\$1,000,000 Riches	Actual Payout Percentage	71.25%
Percent Sold	70.77%	Number of Weeks Out	54
Average # of Weeks for 85% Sell-th	rough for Same Price Poil	nt Game With Similar Print Run.*	47
*5 million range was used due to the fact that	t there was no data at the 6 milli	on range.	
Recommendation			
Based on the findings in this Su	ummary Report, I am reco	mmending closing the above game.	
I am recommending closing the	e above game based on th	ne below business reason(s):	
Dali Davisak Instant Product Coordinator	8/28/17 Date		
Products Manager	Sapl 7		
-		ducts Department Staff to close the	above game.

Lottery Operations Division Director Date

Controller

Date

Executive Dinector

date /



## \*Play the Games of Texas!\*\*

Da Vinci Report

8/28/17

Week End Date:8/26/17

	مستسم						CCK LIK	Dat	CG.O/ZO/I								
															Net S	ales	_
Product Line		\$	Tix Run	Name	Start	Call	Close	//ks	% Sold	Confirmed	Active	Ware	Return	8/26/17	8/19/17	8/12/17	8/5/17
Mature	1793	\$2	38,037,250	WEEKLY GRAND	9/19/16			49	64.92%	11,581	9,532	83,033	18	\$886,654.00	\$927,008.00	\$902,378.00	\$921,632.00
	1868	\$3	35,655,625	BONUS CASHWORD	3/6/17			25	44.29%	14,587	5,646	136,781	18	\$1,137,687.00	\$1,191,741.00	\$1,172,490.00	\$1,244,175.00
	1850	\$3	7,215,750	COMBO PLAY	4/3/17			21	67.30%	2,221	1,430	7,839	6,191	\$138,249.00	\$151,134.00	\$170,973.00	\$223,389.00
	1806	\$3	41,524,725	TEXAS LOTERIA	3/14/17			24	25,03%	21,879	9,948	379,515	25	\$1,411,608.00	\$1,420,137.00	\$1,415,988.00	\$1,410,927.00
	1886	\$5	7,832,250	\$10, \$20 OR \$50!	5/22/17			14	64.83%	8,470	5,197	21,694	16	\$950,775.00	\$1,028,280.00	\$1,233,245.00	\$1,366,810.00
	1799	\$5	20,213,625	\$100,000 SUPER CASHWORD	7/18/16			58	84.12%	6,530	3,150	31,612	22	\$620,520.00	\$678,615.00	\$688,605.00	\$762,915.00
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16			75	52.02%	3,451	2,039	155,481	6	\$428,635.00	\$478,880.00	\$471,995.00	\$492,090.00
	1824	\$5	23,982,375	20X THE CASH	12/19/16			36	65.06%	5,487	2,753	102,426	3	\$639,500.00	\$702,700.00	\$738,360.00	\$827,385.00
	1841	\$5	8,419,425	25TH ANNIVERSARY	5/1/17			17	62.65%	6,902	4,032	29,893	7	\$628,470.00	\$730,550.00	\$804,150.00	\$934,135.00
	1808	\$5	18,320,550	BONUS BREAK THE BANK	11/7/16			42	71.61%	10,523	6,550	50,059	13	\$1,258,265.00	\$1,326,895.00	\$1,306,180.00	\$1,439,080.00
	1835	\$5	8,420,025	CASH FORTUNE	3/20/17			23	57.36%	2,281	1,542	39,893	3,173	\$214,210.00	\$246,685.00	\$278,455.00	\$359,395.00
	1821	\$5	8,302,125	CLASSY CASH	4/3/17			21	51.31%	2,974	1,812	44,219	3,831	\$235,275.00	\$264,570.00	\$285,610.00	\$368,010.00
	1851	\$5	8,120,250	INSTANT RICHES	5/15/17			15	57.41%	9,944	5,440	29,354	34	\$989,075.00	\$1,046,300.00	\$1,116,670.00	\$1,266,975.00
	1773	\$5	7,150,050	RICH	4/17/17			19	65.67%	2,849	1,874	22,852	3,590	\$331,985.00	\$376,535.00	\$394,175.00	\$522,630.00
	1807	\$5	40,880,700	SUPER LOTERIA	12/5/16			38	62.20%	21,733	9,413	169,733	30	\$3,293,145.00	\$3,420,930.00	\$3,417,555.00	\$3,526,515.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			56	52.43%	5,151	2,421	263,229	20	\$884,500.00	\$894,610.00	\$974,650.00	\$1,137,060.00
	1827	\$10	15,280,500	50X THE CASH	1/3/17			34	77.47%	12,882	5,590	48,120	11	\$1,738,160.00	\$1,850,240.00	\$1,939,270.00	\$2,327,180.00
	1842	\$10	6,105,900	EXPLOSION DE DINERO	5/1/17			17	54.28%	7,644	4,021	41,887	673	\$860,720.00	\$940,760.00	\$1,094,250.00	\$1,319,110.00
	1867	\$10	15,298,150	MEGA LOTERIA	2/6/17			29	81.51%	21,815	8,062	22,957	25	\$3,376,210.00	\$3,393,790.00	\$3,553,960.00	\$3,859,700.00
	1834	\$10	9,676,300	WILLY WONKA GOLDEN TICKET	3/20/17			23	86.94%	11,946	5,714	4,253	228	\$1,114,320.00	\$1,194,860.00	\$1,271,900.00	\$1,450,950.00
	1764	\$20	6,112,700	\$1,000,000 RICHES	8/15/16			54	70.77%	3,609	2,329	64,390	11	\$506,660.00	\$501,400.00	\$508,520,00	\$649,940.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			119	32.23%	5,024	2,487	916,477	25	\$807,260.00	\$834,260.00	\$839,140.00	\$985,660.00
	1829	\$20	9,107,450	100X THE CASH	1/16/17			32	72.98%	16,447	7,195	71,858	17	\$2,632,620.00	\$2,709,220.00	\$2,800,060.00	\$3,393,240.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5 <b>/</b> 15/17			15	8.77%	22,137	8,675	1,233,424	18	\$3,087,820.00	\$3,194,340.00	\$3,485,160.00	\$4,527,480.00
	1853	\$20	7,203,050	MONEY	3/8/17			24	58.13%	13,852	5,786	98,316	22	\$2,151,720.00	\$2,147,580.00	\$2,382,740.00	\$2,911,820.00
	1822	\$20	5,139,100	WINNERS GALORE	12/5/16			38	38.05%	1,064	734	123,131	1,921	\$115,940.00	\$119,780.00	\$143,580.00	\$177,960.00
	1832	\$50	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16			45	56.91%	4,438	2,422	71,070	20	\$1,023,700.00	\$1,051,700.00	\$1,101,000.00	\$1,154,350.00
	1756	\$50	3,666,680	HIGH ROLLER CASINO ACTION	4/18/16			71	57.51%	1,014	591	75,661	43	\$221,000.00	\$232,500.00	\$205,900.00	\$257,600.00
	1870	\$50	3,579,720	ULTIMATE MILLIONS	4/17/17			19	39.84%	12,203	6,139	87,429	20	\$3,334,600.00	\$3,464,000.00	\$3,527,350.00	\$3,654,250.00
											i en j						
Out of Wareh	1887	\$1	7,249,500	\$2,000 CA\$H	6/19/17	يند و بروايد والاتالي	ينظ بالجاديدي	10	74.85%	5,855	5,604	0	71	\$352,752.00	\$445,348.00	\$536,685.00	\$599,658.00
Sold/Closing	1876	\$1	0.010.200	MAD MONEY	0/00/47	04047		07									
30id/Glosling	1447	•	9,019,200	MAD MONEY	2/20/17			27	90.72%	111	102	0	4,546	\$3,411.00	\$9,048.00	·-·,	\$42,795.00
	1447	\$1	860,400	MONEY CRAZE	9/17/12	9/10/17 1	0/25/1,7	258	0.00%	0	0	0	162	\$0	\$0	\$0	\$0
Da Vinci												2/3					

### Liability for 1764 / for Life to Date

N/A

**Product Status:** Active

SmartCash Enabled:

Validation Range: 07/19/2016 - 12/31/2037

**Outstanding Prizes** 

				_		Tickets Paid	Amount Paid		Est. Tickets
Tier	Ref	SmartCash	Tier Value	Count	Amount	Life to Date	Life to Date	% paid	Sold
1	1	N/A	\$20.00	202396	\$4,047,920.00	449577	\$8,991,540.00	68.96%	4215096
2	2	N/A	\$25.00	125940	\$3,148,500.00	281746	\$7,043,650.00	69.11%	4224400 <sup>-</sup>
3	3	N/A	\$50.00	112404	\$5,620,200.00	254289	\$12,714,450.00	69.35%	4238947
4	4	N/A	\$50.00	72002	\$3,600,100.00	172508	\$8,625,400.00	70.55%	4312664
5	0	N/A	\$70.00	31719	\$2,220,330.00	75634	\$5,294,380.00	70.45%	4306614
6	0	N/A	\$100.00	31962	\$3,196,200.00	75217	\$7,521,700.00	70.18%	4289823
7	0	N/A	\$100.00	12123	\$1,212,300.00	28603	\$2,860,300.00	70.23%	4293118
8	0	N/A	\$100.00	13414	\$1,341,400.00	29442	\$2,944,200.00	68.70%	4199414
9	0	N/A	\$150.00	4194	\$629,100.00	10036	\$1,505,400.00	70.53%	4311107
10	0	N/A	\$150.00	4517	\$677,550.00	10723	\$1,608,450.00	70.36%	4300950
11	0	N/A	\$200.00	268	\$53,600.00	655	\$131,000.00	70.96%	4337831
12	0	N/A	\$200.00	288	\$57,600.00	686	\$137,200.00	70.43%	4305248
13	0	N/A	\$200.00	263	\$52,600.00	649	\$129,800.00	71.16%	4349936
14	0	N/A	\$500.00	4	\$2,000.00	16	\$8,000.00	80.00%	4890159
15	0	N/A	\$500.00	6	\$3,000.00	18	\$9,000.00	75.00%	4584525
16	0	N/A	\$500.00	6 7	\$3,000.00	20	\$10,000.00	76.92%	4702076
17	0	N/A	\$500.00		\$3,500.00	18	\$9,000.00	72.00%	4401144
18	0	N/A	\$1,000.00	2 3	\$2,000.00	8	\$8,000.00	80.00%	4890159
19	0	N/A	\$1,000.00	3	\$3,000.00	7	\$7,000.00	70.00%	4278889
20	0	N/A	\$1,000.00	2	\$2,000.00	8	\$8,000.00	80.00%	4890159
21	0	N/A	\$1,000.00	3	\$3,000.00	5	\$5,000.00	62.50%	3820437
22	0	N/A	\$10,000.00	1	\$10,000.00	5	\$50,000.00	83.33%	5093916
23	0	N/A	\$10,000.00	4	\$40,000.00	2 2	\$20,000.00	33.33%	2037566
24	0	N/A	\$1,000,000.00	4	\$4,000,000.00	2	\$2,000,000.00	33.33%	2037566
			Totals:	611532	\$29,928,900.00	1,389,874	\$61,641,470.00		

NO. OF TIC NO. POOLS PACK SIZE PACKS/PO PACKS/GA	l: : O <b>L</b> :	6,112,700 50.9 2 4,800 244,50	4 5 )	Mınımum: Maximum:	5,880, 6,120,		"\$1,000,000 RIC	LOTTERY COMMISS HES" - INSTANT GAI DURCTION PRIZE ST 11-Jul-16	ME NO. 1764		VERSION A			
			6,112,700			\$20 TICKETS	\$122,254,000	REVENUE	PRIZE FUND	\$91,570,370		PAYOUT %	74.90%	
PRIZE	PRIZE	TIER			#OF WAX	ys.	ODDS OF	WINNERS IN 51	WINNERS IN 25	WINNERS IN 120,000	PRIZE	PERCENT OF PRIZE	VALIDATION TIER	
LEVEL	CODE	CODE	GET:		TO WIN		1 IN:	POOLS	(PER PACK*)	(Per Pool)	COST	FUND **	LEVELS	
1	1	L	\$20		1	\$20	9.38	651,973	2.667	12,800.000	\$13,039,460	14.24%	DD 1 DDG	
2	2	G	\$25		. 1	\$25	14.99	407,686	1.667	8,000.000	\$10,192,150	11.13%		
3	3	G	\$50		1	\$50	16.67	366,693	1.500	7,200.000	\$18,334,650	20.02%	LOW TIER	
4	4	G	\$25x2		2	\$50	25.00	244,510	1.000	4,800.000	\$12,225,500	13,35%	58.74%	
5	0	M	\$20+\$50		2	\$70	56.94	107,353	0.439	2,105.000	\$7,514,710	8.21%		
6 .	0	M	\$50x2		2	\$100	57.03	107,179	0.439	2,105.000	\$10,717,900	11.70%		
7	0	M	\$20"T"+\$20x2		3	\$100	150.09	40,726	0.167	800.000	\$4,072,600	4.45%		
8	0	M	\$100		. 1	\$100	142.63	42,856	0.175	840.000	\$4,285,600	4.68%		
. 9	0	M	\$100+\$50		2	\$150	429.56	14,230	0.058	280,000	\$2,134,500	2.33%		
10	0	M	\$25x6		6	\$150	401.10	15,240	0.063	300.000	\$2,286,000	2.50%		
11	0	M	\$20x10		10	\$200	6,622.64	923	0.004	18.000	\$184,600	0.20%		
12	0	M	\$20x5+\$25+\$25"T"		7	\$200	6,275.87	974	0.004	19.000	\$194,800	0.21%		
13	0	M	\$50"T"+\$50		2	\$200	6,702.52	912	0.004	18.000	\$182,400	0.20%		
14	0	M	\$500		1	\$500	305,635.00	20	0.000	0.39	\$10,000	0.01%		
15	0	M	\$50x10		10	\$500	254,695.83	24	0.000	0.47	\$12,000	0.01%		
16	0	M	\$25x20		20	\$500	235,103.85	26	0.000	0.51	\$13,000	0.01%	MID TIER	
17	0	M	\$100"T"+\$200		2	\$500	244,508.00	25	0.000	0.49	\$12,500	0.01%	34.53%	
18	0	Н.	\$1,000		1	\$1,000	611,270.00	10	0.000	0.20	\$10,000	0.01%		
19	0	H	\$100x10	14	. 10	\$1,000	611,270.00	.10	0.000	0.20	\$10,000	0.01%		
20	0	H	\$50x10+\$100+\$200x2	·	13	\$1,000	611,270.00	10	0.000	0.20	\$10,000	0.01%		
21	0	H	\$50x20	* ·	20	\$1,000	764,087.50	8	0.000	0.16	\$8,000	0:01%		
22	0	H.	\$10,000		1	\$10,000	1,018,783.33	6 ;	0.000	0.12	\$60,000	0.07%		
23	. 0	H	\$500x15+\$100x3+\$200-	+\$1,000x2	21	\$10,000	1,018,783.33	6	0.000	0.12	\$60,000	0.07%	HIGH TIER	
24	0	H	\$1,000,000		1	\$1,000,000	1,018,783.33	6	0.000	0.12	\$6,000,000	6.55%	6.72%	
							3.05	2,001,406	8.18	39,287.964	\$ 91,570,370	100.00%	100.00%	
NOTE:							3.0542							
"T" = Reve	ala "3X"	Play Symbo	ol in GAME 1 only, win TR	CIPLE the pri	ize for that P	lay Symbol.								
				Consolida	ated odds are	1 in: \$20	9.38	651,973		* Each of the followi	no GLEPS will be used	in approximately	y 16 67% of each pack of	of 25 tickets
						\$25	14.99	407,686		* Numbers are round	-	approximator	, o // or out in pack (	, as tioned.
						\$50	10.00	611,203						
						\$70	56.94	107,353						
						\$100	32.04	190,761						
						\$150	207.42	29,470						
						\$200	2,176.11	2,809						
						\$500	64,344.21	95						
						\$1,000	160,860.53	38						
						\$10,000	509,391.67	12						
						\$1,000,000	1,018,783.33	6						
							• •	2,001,406						

No.

08/01/16

Game Name \$1,000,000 Riches

Game No 1764

Inv No. 8501565 Vendor PBL TLC PO # 362-16-9010 RL018

Units per 1000 **Unit Price** Description/Tickets Delivered Qty Amount 6,112,700 6,112.70 \$45.58 \$278,616.87 \$278,616.87 6,112,700 Delivered Ordered 6,000,000 5,880,000 2% under 2% over 6,120,000 Accetable Range 0

Total \$278,616.87

### Scratch Ticket Game Analysis 2/22/15-2/25/17

### Average Number of Weeks for 85% Average Sell Through

		Price	Point	
Print Quantities	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	Week 11	Week 21	Week 17	Week 19
10M-14.99M	Week 19	None	Week 26*	Week 26
15M-19.99M	None	Week 21*	None	Week 32
20M-24.99M	Week 35*	None	Week 26	Week 42*
25M-29.99M	Week 33*	Week 36*	Week 33*	None
30M-34.99M	None	None	None	Week 39*
>35M	None	None	Week 48*	None

		Price Point	
Print Quantities	\$10	\$20	\$50
2M	None	None	None
3M	None	None	None
4M	None	None	None
5M	Week 20	Week 47*	None
6M	Week 23*	None	None
7M	None	None	None
8M	Week 19	Week 34*	None
>9M	Week 30	Week 52*	None

### Average Weekly Dollar Sales at 85% Average Sell Through

	No. 10 to 10	Price	Point	
Print Quantities	<b>\$</b> 1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	\$677,452	\$691,115	\$1,048,153	\$1,846,165
10M-14.99M	\$529,420	None	\$995,703	\$2,330,999
15M-19.99M	None	\$1,273,552	None	\$2,177,203
20M-24.99M	\$551,431	None	\$2,048,240	\$2,091,160
25M-29.99M	\$665,806	\$1,198,731	\$2,010,942	None
30M-34.99M	None	None	None	\$3,329,657
>35M	None	None	\$1,875,795	None

		Price Point	
Print Quantities	\$10	\$20	\$50
2M	None	None	None
3M	None	None	None
4M	None	None	None
5M	\$2,437,509	\$2,150,202	None
6M	\$2,289,667	None	None
7M	None	None	None
8M	\$4,563,190	\$4,102,734	None
>9M	\$3,308,551	\$3,358,044	None

None = no games at this level with 85% sell through \* only one game at this level with 85% sell through

Excludes Promotional Tickets
Unaudited - For Internal Use Only