

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

**Scratch Ticket Information**

Date Completed 11/5/2018

Game #	2013	Confirmed Packs	4,701
Game Name	Lucky 7s	Active Packs	2,847
Quantity Printed	21,411,450	Warehouse Packs	32,723
Price Point	\$5	Returned Packs	8
Start Date	12/18/2017	Printed Payout Percentage	67.98%
Top Prize	\$ 177,000	Percent Sold	85.31%
Number of Top Prizes Remaining	4	Number of Weeks Out	46

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 696,729	Actual ticket production costs
Prize payout expense	\$ 58,227,760	Data from Instant Ticket Tier Liability screen in ES
<b>Estimated Direct Costs</b>	<b>\$ 58,924,489</b>	

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 91,330,540	Based on # of tkts printed, times % sold from DaVinci report, times the price point
<b>Total Estimated Benefits</b>	<b>\$ 91,330,540</b>	

**Excess of Revenue over Expended \$ 32,406,051**

**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**

	<u>Previous 3 Weeks Sales from DaVinci</u>	
Most recent week sales	\$	764,270
Next week	\$	766,835
Next week	\$	786,815
<b>Avg Weekly Sales Current Game</b>	<b>\$</b>	<b>772,640</b>
<b>Avg Weekly Sales \$5; 15-19.99 M Qty*</b>	<b>\$</b>	<b>1,508,375</b>
<b>Percentage Of Variance In Sales</b>		<b>49%</b>

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

**Instant Ticket Information**

Game #	2013	Printed Payout Percentage	67.98%
Game Name	Lucky 7s	Actual Payout Percentage	63.75%
Percent Sold	85.31%	Number of Weeks Out	46
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			52

\* There was no sales data at the 20-24.99M qty range so the 15-19.99M qty was used. There was only one game at this range.

**Recommendation**

Based on the findings in this Summary Report, I am recommending closing the above game.

I am recommending closing the above game based on the below business reason(s):

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*Dale Bousch*      11/6/18  
Instant Product Coordinator      Date

*[Signature]*      11/13/18  
Products Manager      Date

By signing below, I agree with the recommendation of the Products Department Staff to close the above game.

\_\_\_\_\_  
Lottery Operations Division Director      Date

\_\_\_\_\_  
Controller

\_\_\_\_\_  
Execu      Date

**Not Required  
>85% Sold**



Play the Games of Texas!

Da Vinci Report  
Week End Date: 11/3/18

11/5/18

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wins	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														11/3/18	10/27/18	10/20/18	10/13/18
Mature	2048	\$2	7,212,875	DOUBLE MATCH	7/6/18			16	79.63%	5,110	4,255	121	531	\$415,558.00	\$513,316.00	\$508,482.00	\$95,026.00
	2078	\$2	35,978,375	WEEKLY GRAND	1/10/18			42	46.76%	12,431	9,323	127,138	11	\$741,466.00	\$841,760.00	\$816,420.00	\$795,316.00
	2081	\$3	35,675,375	DOUBLE BONUS CROSSWORD	3/15/18			33	65.26%	16,017	10,111	69,440	25	\$2,334,384.00	\$2,203,639.00	\$2,230,035.00	\$2,198,919.00
	1837	\$5	7,040,775	\$100,000 JACKPOT	6/18/18			20	89.74%	4,451	2,659	850	87	\$601,330.00	\$606,430.00	\$714,265.00	\$828,370.00
	1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17			70	88.72%	11,211	6,214	13,627	28	\$1,237,910.00	\$1,203,520.00	\$1,231,990.00	\$1,210,565.00
	2049	\$5	7,334,250	FROGGER	6/27/18			18	66.81%	7,919	5,026	16,776	183	\$614,330.00	\$676,550.00	\$731,295.00	\$732,530.00
	2061	\$5	7,335,675	LIONS SHARE	6/4/18			22	65.13%	2,667	1,697	27,416	911	\$280,345.00	\$292,560.00	\$334,045.00	\$389,530.00
	2013	\$5	21,411,450	LUCKY 75	12/18/17			46	85.31%	4,701	2,847	32,723	8	\$764,270.00	\$768,535.00	\$786,815.00	\$802,850.00
	2032	\$5	7,706,850	PHAROAH'S GOLD	5/21/18			24	57.09%	2,516	1,522	37,530	1,089	\$203,750.00	\$225,985.00	\$273,825.00	\$277,920.00
	1877	\$5	40,544,550	SUPER LOTERIA	12/11/17			47	75.43%	23,456	9,949	94,037	12	\$3,351,560.00	\$3,307,975.00	\$3,256,905.00	\$3,325,725.00
	1844	\$5	7,192,125	THE MONEY GAME	5/7/18			26	67.84%	2,376	1,538	24,810	844	\$186,895.00	\$206,295.00	\$237,575.00	\$263,665.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			118	77.78%	7,779	3,662	113,013	28	\$1,021,350.00	\$1,013,530.00	\$992,120.00	\$1,074,030.00
	2046	\$10	8,311,000	50X THE CASH	5/7/18			26	87.08%	13,492	6,038	3	124	\$1,800,970.00	\$1,754,300.00	\$1,865,840.00	\$2,000,120.00
	2076	\$10	9,170,500	CASINO ACTION SUPER TICKET	6/27/18			18	39.76%	12,892	7,534	86,706	13	\$1,770,590.00	\$1,640,300.00	\$1,795,790.00	\$1,783,950.00
	2018	\$10	14,595,550	SUPER 75	1/2/18			44	83.97%	8,184	3,550	32,872	24	\$1,276,020.00	\$1,221,310.00	\$1,312,250.00	\$1,478,500.00
	2075	\$10	6,076,350	THE GLITTER IS GOLD	7/16/18			16	63.91%	10,978	5,019	25,289	57	\$1,279,120.00	\$1,288,410.00	\$1,452,900.00	\$1,594,120.00
	1894	\$20	7,155,300	\$100 MILLION TEXAS RICHES	2/5/18			39	69.41%	7,974	3,758	73,628	33	\$1,231,980.00	\$1,218,940.00	\$1,219,140.00	\$1,240,600.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			181	41.09%	7,051	2,995	792,126	29	\$1,060,380.00	\$993,100.00	\$976,740.00	\$1,008,060.00
	2047	\$20	9,177,950	100X THE CASH	4/2/18			31	64.62%	18,952	7,221	100,314	9	\$2,746,960.00	\$2,531,180.00	\$2,643,940.00	\$2,723,060.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			77	28.22%	10,385	5,036	978,488	14	\$1,578,200.00	\$1,481,360.00	\$1,543,980.00	\$1,528,120.00
	2014	\$20	9,178,150	MEGA 75	12/4/17			48	84.33%	10,085	3,986	41,025	16	\$1,745,920.00	\$1,722,780.00	\$1,670,480.00	\$1,774,860.00
	2067	\$20	7,123,800	STACKS OF CASH	7/16/18			16	34.90%	15,256	6,934	160,674	13	\$2,049,620.00	\$1,992,460.00	\$2,121,050.00	\$2,258,720.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			33	15.28%	16,473	7,796	1,127,413	7	\$3,534,110.00	\$3,590,730.00	\$3,562,860.00	\$3,573,870.00
2057	\$50	3,611,100	200X THE CASH	6/18/18			20	42.00%	12,966	5,848	83,458	36	\$3,658,650.00	\$3,413,100.00	\$3,502,150.00	\$3,418,250.00	
2030	\$50	3,670,680	ULTIMATE 75	2/19/18			37	66.92%	8,136	3,876	46,897	27	\$2,311,600.00	\$2,197,700.00	\$2,290,400.00	\$2,239,950.00	
Out of Wareh	2066	\$1	9,298,800	10 GRAND	9/4/18			9	62.96%	11,932	9,490	80	12	\$605,283.00	\$654,539.00	\$655,269.00	\$627,235.00
	2064	\$1	8,937,750	DOUBLE DOUBLER	8/6/18			13	84.60%	3,984	3,142	0	136	\$231,690.00	\$297,750.00	\$344,217.00	\$413,820.00
	2063	\$5	5,613,825	50X FAST CASH	8/6/18			13	71.70%	12,637	5,167	0	872	\$709,150.00	\$605,680.00	\$606,075.00	\$1,076,845.00
Sold/Closing	2043	\$1	17,131,950	5X THE CASH	5/7/18			26	90.83%	4,887	4,119	0	232	\$289,616.00	\$336,149.00	\$370,433.00	\$417,702.00
	2058	\$1	9,295,500	BLACKJACK	6/4/18			22	93.51%	596	409	8	1,776	\$29,787.00	\$39,886.00	\$46,982.00	\$55,453.00
	2050	\$1	9,301,650	SUPER 9S	6/27/18			18	94.80%	531	451	0	1,049	\$32,564.00	\$47,672.00	\$64,645.00	\$82,104.00
	1893	\$2	7,092,375	A CUT ABOVE	3/19/18			33	84.59%	158	97	1,550	5,510	-\$1,084.00	\$5,394.00	\$20,548.00	\$54,694.00

**Liability for 2013 / for Life to Date**Product Status:  
ActiveSmartCash Enabled:  
N/A

Validation Range: 11/21/2017 - 12/31/2037

## Outstanding Prizes

Tier	Ref	SmartCash	Tier Value	Count	Amount	Tickets Paid Life to Date	Amount Paid Life to Date	% paid	Est. Tickets Sold
1	1	N/A	\$5.00	528088	\$2,640,440.00	1755856	\$8,779,280.00	76.88%	16460746
2	2	N/A	\$10.00	190933	\$1,909,330.00	665497	\$6,654,970.00	77.71%	16637968
3	3	N/A	\$15.00	63014	\$945,210.00	222558	\$3,338,370.00	77.93%	16686823
4	4	N/A	\$15.00	173036	\$2,595,540.00	683336	\$10,250,040.00	79.79%	17085115
5	5	N/A	\$20.00	62553	\$1,251,060.00	222885	\$4,457,700.00	78.09%	16719186
6	6	N/A	\$20.00	47914	\$958,280.00	237620	\$4,752,400.00	83.22%	17818504
7	0	N/A	\$50.00	1919	\$95,950.00	7013	\$350,650.00	78.52%	16811296
8	0	N/A	\$50.00	21027	\$1,051,350.00	121724	\$6,086,200.00	85.27%	18257576
9	0	N/A	\$50.00	10698	\$534,900.00	60698	\$3,034,900.00	85.02%	18203151
10	0	N/A	\$50.00	6418	\$320,900.00	38147	\$1,907,350.00	85.60%	18327893
11	0	N/A	\$100.00	415	\$41,500.00	1376	\$137,600.00	76.83%	16450114
12	0	N/A	\$100.00	6355	\$635,500.00	28458	\$2,845,800.00	81.75%	17502859
13	0	N/A	\$100.00	1049	\$104,900.00	6100	\$610,000.00	85.33%	18269666
14	0	N/A	\$100.00	1331	\$133,100.00	7594	\$759,400.00	85.09%	18218325
15	0	N/A	\$100.00	819	\$81,900.00	4522	\$452,200.00	84.67%	18128173
16	0	N/A	\$100.00	1330	\$133,000.00	7544	\$754,400.00	85.01%	18202386
17	0	N/A	\$100.00	798	\$79,800.00	4579	\$457,900.00	85.16%	18233778
18	0	N/A	\$100.00	1064	\$106,400.00	6081	\$608,100.00	85.11%	18222956
19	0	N/A	\$500.00	33	\$16,500.00	147	\$73,500.00	81.67%	17486017
20	0	N/A	\$500.00	54	\$27,000.00	304	\$152,000.00	84.92%	18181789
21	0	N/A	\$500.00	73	\$36,500.00	286	\$143,000.00	79.67%	17057589
22	0	N/A	\$500.00	52	\$26,000.00	302	\$151,000.00	85.31%	18266265
23	0	N/A	\$500.00	33	\$16,500.00	144	\$72,000.00	81.36%	17419484
24	0	N/A	\$500.00	27	\$13,500.00	152	\$76,000.00	84.92%	18181789
25	0	N/A	\$500.00	26	\$13,000.00	151	\$75,500.00	85.31%	18266265
26	0	N/A	\$500.00	39	\$19,500.00	139	\$69,500.00	78.09%	16720177
27	0	N/A	\$2,000.00	1	\$2,000.00	4	\$8,000.00	80.00%	17129161
28	0	N/A	\$2,000.00	8	\$16,000.00	13	\$26,000.00	61.90%	13254707
29	0	N/A	\$2,000.00	2	\$4,000.00	8	\$16,000.00	80.00%	17129161
30	0	N/A	\$2,000.00	10	\$20,000.00	11	\$22,000.00	52.38%	11215521
31	0	N/A	\$2,000.00	4	\$8,000.00	22	\$44,000.00	84.62%	18117380
32	0	N/A	\$177,000.00	4	\$708,000.00	6	\$1,062,000.00	60.00%	12846870
Totals:				1119127	\$14,545,560.00	4,083,277	\$58,227,760.00		

NO. OF TICKETS: 21,411,450  
 NO. POOLS: 178,43  
 PACK SIZE: 75  
 PACKS/POOL: 1,600  
 PACKS/GAME: 285,486

MIN: 20,580,000  
 MAX: 21,420,000  
 TEXAS LOTTERY COMMISSION  
 "LUCKY 7's" GAME NUMBER 2013  
 END OF PRODUCTION PRIZE STRUCTURE  
 July 19, 2017 - VERSION 3  
 55 TICKETS \$107,057,250 - REVENUE PRIZE FUND - \$72,773,230 PAYOUT % - 67.961%

PRIZE TIER	# WINNERS	TIER CODE	GELI	WINNERS IN POOLS	ODDS OF 1 IN:	WINNERS IN 75 (PER PACK*)	WINNERS IN 120,000 (PER POOL)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	1	L	\$5	2,283,944	9.37	8.00	12,800	\$ 1,419,770	13.69%	
2	1	L	\$10	856,430	23.00	3.00	4,800	\$ 8,564,300	11.77%	
3	1	L	\$15	285,572	74.98	1.00	1,600	\$ 4,283,580	5.89%	
4	1	L	\$5 (TRP)	856,372	23.00	3.00	4,800	\$ 12,845,580	17.65%	LOW TIER
5	1	L	\$20 (TRP) + \$5	285,438	75.01	1.00	1,600	\$ 5,708,760	7.84%	
6	2	L	\$30 (TRP) + \$5	285,534	74.99	1.00	1,600	\$ 5,710,680	7.85%	66.69%
7	1	M	\$50 (TRP) + \$5 x 4	8,932	2,397.16	-	50	\$ 446,600	0.61%	
8	5	M	\$10 (TRP) + \$5 x 4	142,751	149.99	-	800	\$ 2,137,550	9.81%	
9	3	M	\$10 (TRP) + \$15 + \$5	71,396	299.90	-	400	\$ 3,569,800	4.91%	
10	10	M	\$5 x 10	44,565	480.45	-	250	\$ 2,228,250	3.06%	
11	1	M	\$100	11,955.03	480.45	-	10	\$ 179,100	0.25%	
12	1	M	(\$5 x 20) (WINNALL)	615.04	615.04	-	195	\$ 3,481,300	4.78%	
13	7	M	(\$10 x 5) + \$15 (TRP) + \$5	2,995.03	2,995.03	-	40	\$ 714,900	0.98%	
14	9	M	(\$20 x 2) + (\$5 x 6) + \$10 (TRP)	2,399.04	2,399.04	-	50	\$ 892,500	1.23%	
15	4	M	(\$5 (TRP) x 2) + \$50 + \$20	4,008.88	4,008.88	-	30	\$ 534,100	0.73%	
16	15	M	(\$5 x 14) + (\$10 (TRP)	2,412.83	2,412.83	-	50	\$ 887,400	1.22%	
17	6	M	(\$20 x 2) + (\$5 x 3) + \$15 (TRP)	3,982.04	3,982.04	-	30	\$ 537,700	0.74%	
18	11	M	(\$10 x 4) + (\$5 x 6) + \$10 (TRP)	2,996.70	2,996.70	-	40	\$ 714,500	0.98%	
19	1	M	\$500	118,952.50	180	-	1	\$ 90,000	0.12%	
20	21	M	(\$15 x 4) + (\$40 x 3) + (\$20 x 12)	99,808.52	99,808.52	-	2	\$ 179,000	0.25%	
21	1	M	(\$20 x 10) + (\$50 x 5) + (\$10 x 5) (WINNALL)	59,641.92	59,641.92	-	2	\$ 179,500	0.25%	
22	20	M	(\$50 x 4) + (\$20 x 5) + (\$10 (TRP) x 2) + \$100 + (\$5 x 8)	60,484.32	60,484.32	-	2	\$ 177,000	0.24%	
23	1	M	(\$10 x 8) + (\$20 x 6) + (\$50 x 6) (WINNALL)	120,968.64	120,968.64	-	1	\$ 88,500	0.12%	
24	4	M	(\$100 x 2) + (\$50 (TRP) x 2)	119,617.04	119,617.04	-	1	\$ 88,500	0.12%	
25	21	M	(\$10 (TRP) x 4) + (\$20 (TRP) x 5) + (\$5 x 10) + (\$15 x 2)	120,968.64	120,968.64	-	1	\$ 88,500	0.12%	
26	1	M	(\$20 x 12) + (\$50 x 4) + (\$15 x 4) (WINNALL)	120,289.04	120,289.04	-	1	\$ 89,000	0.12%	MID TIER
27	1	H	\$2,000	4,282,290.00	5	-	5	\$ 10,000	0.01%	30.65%
28	20	H	(\$100 x 10) + (\$50 (TRP) x 6) + (\$20 x 2) + (\$10 (TRP) x 2)	1,019,592.86	21	-	5	\$ 42,000	0.06%	
29	17	H	(\$20 (TRP) x 10) + (\$500 x 2) + (\$50 (TRP) x 2) + (\$15 (TRP) x 2) + \$10	2,141,145.00	10	-	5	\$ 20,000	0.03%	
30	1	H	(\$20 x 10) + (\$500 x 2) + (\$100 x 8) (WINNALL)	1,019,592.86	21	-	5	\$ 42,000	0.06%	
31	21	H	(\$50 x 18) + (\$500 x 2) + \$100	823,517.21	26	-	5	\$ 52,000	0.07%	
32	1	H	\$177,000	2,141,145.00	10 ***	-	5	\$ 1,270,000	2.45%	HIGH TIER

\*7\* symbol = TRP  
 \*\* symbol = WINNALL

Consolidated odds are 1 in:

\$5	9.37	2,283,944
\$10	23.00	856,430
\$15	18.75	1,141,944
\$20	37.50	570,972
\$50	80.00	267,644
\$100	269.61	79,415
\$500	10,913.07	1,962
\$2,000	257,969.28	83
\$177,000	2,141,145.00	10

5,202,404

TEXAS LOTTERY COMMISSION  
 "LUCKY 7's" GAME NUMBER 2013  
 END OF PRODUCTION PRIZE STRUCTURE  
 July 19, 2017 - VERSION 3

WINS	GELI	A	B	C	D
\$3	\$5	6 =	\$50	8 =	\$40
\$10	\$10	4 =	\$20	3 =	\$30
\$15	\$15	1 =	\$15	2 =	\$30
\$20	\$5 (TRP)	3 =	\$45	2 =	\$60
\$20	\$20	2 =	\$40	0 =	\$20
\$20	\$5 (TRP) + \$5	0 =	\$0	2 =	\$40
		16	\$170	17	\$170

\* Each of the four GELI's types will be used in approximately 25% of the packs in the game.  
 \*\* Numbers are rounded.  
 \*\*\* This exact number of prizes quantified delivery to the TLC.  
 Note: There will be no more than 21 winners per pack.

No.

11/28/17

Game Name	Game No	Inv No.	Vendor	TLC PO #
Lucky 7's	2013	90098145	IGT	362-18-9009 RL004 RV1

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
21,411,450	21,411.45	\$32.54	\$696,728.58

Delivered	21,411,450
Ordered	21,000,000

2% under	20,580,000
2% over	21,420,000

Acceptable Range	0
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Sub Total	\$696,728.58
Total	\$696,728.58

Instant Ticket Game Analysis  
8/28/16-8/25/18

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point							Print Quantities	Price Point											
	\$1	\$2	\$3	\$5	\$7	\$10	\$20		\$25	\$30	\$50									
< 5M	None	Week 12*	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None
5M-9.99M	Week 16	Week 18	Week 17	Week 19	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	Week 52*
10M-14.99M	Week 21	None	None	Week 16*	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None
15M-19.99M	None	None	Week 32*	Week 52*	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None
20M-24.99M	None	Week 34*	None	None	None	Week 15	None	None	None	None	None	None	None	None	None	None	None	None	None	None
25M-29.99M	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None
30M-34.99M	Week 41	Week 57*	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None
>35M	None	Week 60	Week 64	Week 52*	None	Week 33	Week 41*	None	None	None	None	None	None	None	None	None	None	None	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point							Print Quantities	Price Point											
	\$1	\$2	\$3	\$5	\$7	\$10	\$20		\$25	\$30	\$50									
< 5M	None	\$714,918	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None
5M-9.99M	\$515,035	\$758,306	\$1,248,375	\$1,874,253	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	\$2,913,384
10M-14.99M	\$466,349	None	None	\$2,919,843	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None
15M-19.99M	None	None	\$1,302,836	\$1,508,375	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None
20M-24.99M	None	\$1,078,385	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None
25M-29.99M	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None
30M-34.99M	\$632,952	\$1,039,084	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None
>35M	None	\$1,119,742	\$1,583,593	\$3,361,809	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	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