

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 1/29/2018

Game #	2005	Confirmed Packs	1,632
Game Name	Reindeer Riches	Active Packs	4,174
Quantity Printed	9,084,450	Warehouse Packs	-
Price Point	\$1	Returned Packs	341
Start Date	11/6/2017	Printed Payout Percentage	60.01%
Top Prize	\$ 500	Percent Sold	87.96%
Number of Top Prizes Remaining	7	Number of Weeks Out	12

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 421,551	Actual ticket production costs
Prize payout expense	\$ 4,334,084	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 4,755,635	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 7,990,682	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 7,990,682	

Excess of Revenue over Expended \$ 3,235,048

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	\$	310,405
Next week	\$	306,564
Next week	\$	343,434
Avg Weekly Sales Current Game	\$	320,134
Avg Weekly Sales \$1; 5M - 9.99M Qty	\$	553,916
Percentage Of Variance In Sales		42%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2005	Printed Payout Percentage	60.01%
Game Name	Reindeer Riches	Actual Payout Percentage	54.24%
Percent Sold	87.96%	Number of Weeks Out	12
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			14

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):

Dale Bowers 1/29/18
Instant Product Coordinator Date

[Signature] 2/1/18
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

Controller

Execu Date

**Not Required
>85% Sold**



Da Vinci Report
 Week End Date: 1/27/18
 1/29/18

Product Line	Game	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales								
													1/27/18	1/28/18	1/31/18	1/6/18	1/8/18				
Mature	1871	\$5	15,075,300	\$100,000 BINGO-RAMA	10/27/17		17	34.25%	14,598	8,621	106,866	4	\$1,276,190.00	\$1,217,425.00	\$1,289,030.00	\$1,351,855.00					
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16		97	60.23%	3,967	2,670	126,446	4	\$532,875.00	\$485,505.00	\$519,335.00	\$528,815.00					
	1840	\$5	8,009,700	7	8/7/17		25	85.15%	3,872	2,913	7,911	4	\$452,465.00	\$474,530.00	\$521,430.00	\$637,285.00					
	1855	\$5	9,912,300	COWBOYS	8/21/17		23	43.89%	5,375	3,948	62,783	52	\$356,850.00	\$417,760.00	\$453,725.00	\$529,090.00					
	1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17		30	40.43%	11,524	6,786	157,755	11	\$1,391,210.00	\$1,285,745.00	\$1,381,335.00	\$1,318,600.00					
	2000	\$5	8,197,425	DIA DE LOS MUERTOS	9/18/17		19	66.40%	4,078	3,024	27,993	81	\$390,440.00	\$412,965.00	\$511,395.00	\$568,875.00					
	1846	\$5	5,628,275	FAST CASH MULTIPLIER	7/17/17		28	79.02%	3,939	2,736	7,809	11	\$244,255.00	\$257,165.00	\$282,425.00	\$285,565.00					
	1856	\$5	5,522,550	HOUSTON TEXANS	8/21/17		23	48.31%	4,940	2,789	28,558	50	\$215,255.00	\$203,625.00	\$288,955.00	\$298,555.00					
	1896	\$5	13,874,625	TEXAS LOTTERY SILVER	9/5/17		21	48.83%	9,282	5,659	78,169	2	\$926,975.00	\$886,325.00	\$1,085,160.00	\$1,213,610.00					
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16		78	58.88%	8,571	4,618	220,318	9	\$1,374,300.00	\$1,087,030.00	\$883,940.00	\$815,940.00					
	1830	\$10	10,279,550	50X SUPER TICKET	6/5/17		34	75.85%	10,020	5,897	31,470	6	\$1,089,470.00	\$1,032,820.00	\$1,121,500.00	\$1,242,870.00					
	1880	\$10	13,338,450	BIG PLAY CASHWORD	7/17/17		28	41.26%	13,463	7,038	133,974	6	\$1,720,860.00	\$1,570,480.00	\$1,629,450.00	\$1,651,450.00					
	1885	\$10	26,550,900	MEGA LOTERIA	9/18/17		19	26.22%	22,595	9,155	356,006	3	\$3,980,540.00	\$3,755,870.00	\$3,837,510.00	\$3,882,130.00					
	1897	\$10	9,120,050	TEXAS LOTTERY BLACK	9/5/17		21	62.53%	13,373	6,370	46,709	3	\$1,885,610.00	\$1,815,600.00	\$1,934,740.00	\$2,281,190.00					
	1852	\$10	8,198,550	WHEEL OF FORTUNE	8/7/17		25	59.53%	10,033	6,310	48,172	1	\$969,830.00	\$959,980.00	\$1,065,090.00	\$1,201,480.00					
	1845	\$20	7,210,600	100 MILLION GOLDEN TREASURES	8/7/17		25	45.55%	12,371	6,036	136,608	4	\$1,611,640.00	\$1,550,880.00	\$1,586,280.00	\$1,767,600.00					
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15		141	34.99%	5,117	2,539	878,609	24	\$977,380.00	\$874,200.00	\$901,960.00	\$887,280.00					
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17		37	17.12%	18,793	8,648	1,120,691	9	\$2,885,060.00	\$2,544,340.00	\$2,406,440.00	\$2,396,280.00					
	1853	\$20	7,203,050	MONEY	3/8/17		46	83.32%	8,276	3,889	34,128	12	\$1,321,660.00	\$1,250,960.00	\$1,316,280.00	\$1,330,820.00					
	1888	\$20	5,014,925	TEXAS LOTTERY GOLD	9/5/17		21	65.09%	14,259	6,438	47,004	9	\$2,145,360.00	\$2,028,680.00	\$2,181,940.00	\$2,384,320.00					
2002	\$20	5,959,050	ULTIMATE CROSSWORD/BINGO	10/2/17		17	37.13%	16,046	6,557	124,770	14	\$2,053,740.00	\$1,905,000.00	\$1,965,480.00	\$2,143,280.00						
1832	\$50	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16		67	66.76%	2,718	1,379	56,105	8	\$635,350.00	\$603,900.00	\$563,200.00	\$649,750.00						
1899	\$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17		15	29.20%	13,944	5,886	106,731	7	\$3,342,700.00	\$3,147,100.00	\$3,347,550.00	\$3,316,750.00						
1870	\$50	3,579,720	ULTIMATE MILLIONS	4/17/17		41	73.87%	9,053	3,963	31,918	27	\$2,160,400.00	\$2,079,950.00	\$2,089,300.00	\$2,174,350.00						
Out of Wareh																					
	2019	\$1	9,296,950	FAST \$50S	12/4/17		8	63.41%	11,168	10,373	19	29	\$673,864.00	\$638,214.00	\$705,375.00	\$845,426.00					
	2005	\$1	9,084,450	REINDEER RICHES	11/6/17		12	87.96%	1,632	4,174	0	341	\$310,405.00	\$306,564.00	\$343,434.00	\$454,987.00					
	2085	\$2	4,987,375	FELIZ NAVIDAD	11/15/17		10	82.92%	2,117	2,967	40	363	\$291,224.00	\$323,532.00	\$411,760.00	\$692,568.00					
Sold/Closing																					
	1843	\$1	12,392,100	INSTANT WINNINGS	5/15/17	1/7/18	2/21/18	37	95.61%	45	118	0	2,627	\$6,159.00	\$10,598.00	\$21,157.00	\$26,572.00				
	1854	\$1	9,297,150	LUCKY SYMBOLS	7/17/17	1/7/18	2/21/18	28	94.58%	48	124	0	2,362	\$10,597.00	\$13,642.00	\$26,522.00	\$34,499.00				
	1793	\$2	38,037,250	WEEKLY GRAND	9/19/16		71	92.95%	10,053	9,507	3	5	\$937,348.00	\$905,876.00	\$1,016,576.00	\$1,104,578.00					
	1839	\$3	8,106,125	BACK TO SCHOOL CROSSWORD	6/28/17	1/7/18	2/21/18	30	94.83%	46	81	0	1,780	\$7,218.00	\$29,484.00	\$53,097.00	\$97,320.00				
	2006	\$3	5,986,750	HOLIDAY WISHES	11/6/17	1/4/18	2/18/18	12	80.40%	321	678	15	785	\$180,408.00	\$292,683.00	\$612,333.00	\$1,075,065.00				

Liability for 2005 / for Life to DateProduct Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 09/23/2017 - 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	\$1.00	174047	\$174,047.00	673914	\$673,914.00	79.47%	7219834
2	2	N/A	\$2.00	32303	\$64,606.00	149372	\$298,744.00	82.22%	7469175
3	3	N/A	\$2.00	110207	\$220,414.00	298568	\$597,136.00	73.04%	6635254
4	4	N/A	\$4.00	60685	\$242,740.00	181535	\$726,140.00	74.95%	6808461
5	5	N/A	\$5.00	22059	\$110,295.00	129338	\$646,690.00	85.43%	7760818
6	6	N/A	\$10.00	1937	\$19,370.00	13192	\$131,920.00	87.20%	7921347
7	7	N/A	\$10.00	10282	\$102,820.00	35121	\$351,210.00	77.35%	7027178
8	8	N/A	\$20.00	1665	\$33,300.00	13481	\$269,620.00	89.01%	8085796
9	9	N/A	\$20.00	3432	\$68,640.00	11728	\$234,560.00	77.36%	7027864
10	0	N/A	\$40.00	876	\$35,040.00	3280	\$131,200.00	78.92%	7169633
11	0	N/A	\$50.00	276	\$13,800.00	2301	\$115,050.00	89.29%	8111493
12	0	N/A	\$100.00	30	\$3,000.00	350	\$35,000.00	92.11%	8367256
13	0	N/A	\$100.00	263	\$26,300.00	879	\$87,900.00	76.97%	6992321
14	0	N/A	\$500.00	7	\$3,500.00	70	\$35,000.00	90.91%	8258590
Totals:				418069	\$1,117,872.00	1,513,129	\$4,334,084.00		

END OF PRODUCTION PRIZE STRUCTURE
September 12, 2017 - (POOLS # 1 - 83 COMPLETE)

Prize Structure
TEXAS LOTTERY
GAME NO.2005 "REINDEER RICHES"
May 19, 2017 - VERSION A

Order Quantity: 9,084,450
Price Point: \$1.00
Revenue: \$9,084,450.00

Pack Size: 150
Packs/Game: 60,563
Packs/Pool: 800

Pool Size: 120,000
Number of Pools: 75,70

Winners: 1,931,198
Non-winners: 7,153,252
Overall Odds: 4,7040

Prize Fund: \$5,451,956.00
Payout: 60.01%

Total Payout

Kind	Wins	Tier Level	Get	Win		Odds (1 in)	Winners			Total	Total Prize Cost	% Prize Fund
				Value	Low Tiers		Pool	Count	Total			
01	1	L	\$1	\$1	\$1.00	10,7133	14,00	11,200,00	847,961	\$847,961.00	15.55%	
02	1	L	\$2	\$2	\$2.00	50,0039	3,00	2,400,00	181,675	\$363,350.00	6.66%	
03	1	L	\$1 (SLEIGH)	\$2	\$2.00	22,2236	6,75	5,400,00	408,775	\$817,550.00	15.00%	
				Total (\$2.00):		15,3856	9,75	7,800,00	590,450	\$1,180,900.00	21.66%	
04	1	L	\$2 (SLEIGH)	\$4	\$4.00	37,5050	4,00	3,200,00	242,220	\$968,880.00	17.77%	
05	1	L	\$5	\$5	\$5.00	60,0042	2,50	2,000,00	151,397	\$756,985.00	13.88%	
06	1	L	\$10	\$10	\$10.00	600,4660	0,25	200,00	15,129	\$151,290.00	2.78%	
07	1	L	\$5 (SLEIGH)	\$10	\$10.00	200,0848	0,75	600,00	45,403	\$454,030.00	8.33%	
				Total (\$10.00):		150,0768	1,00	800,00	60,532	\$605,320.00	11.10%	
08	1	L	\$20	\$20	\$20.00	599,7920	0,25	200,00	15,146	\$302,920.00	5.56%	
09	1	L	\$10 (SLEIGH)	\$20	\$20.00	599,2381	0,25	200,00	15,160	\$303,200.00	5.56%	
				Total (\$20.00):		299,7575	0,50	400,00	30,306	\$606,120.00	11.12%	
				Total (Low Tiers):		4,7244	31,75	26,400,00	1,922,866	\$4,966,166.00	51.09%	
				Mid Tiers								
10	1	M	\$20 (SLEIGH)	\$40	\$40.00	2185,8638	0,07	55,00	4,156	\$166,240.00	3.05%	
11	1	M	\$50	\$50	\$50.00	3625,2037	0,04	34,00	2,577	\$128,850.00	2.36%	
12	1	M	\$100	\$100	\$100.00	23906,4474	0,01	5,00	380	\$38,000.00	0.70%	
13	1	M	\$50 (SLEIGH)	\$100	\$100.00	7954,8599	0,02	15,00	1,142	\$114,200.00	2.09%	
				Total (\$100.00):		5968,7582	0,03	20,00	1,522	\$152,200.00	2.79%	
14	1	M	\$500	\$500	\$500.00	117979,8701	0,00	1,00	77	\$38,500.00	0.71%	
				Total (Mid Tiers):		1090,3084	0,14	110,00	6,332	\$486,790.00	8.91%	
				Total :		4,7040	31,89	26,510,00	1,931,198	\$5,451,956.00	100.00%	

SLEIGH = win DOUBLE the prize

There will be no more than fifty-four (54) winners per pack for this game.

ORIGINAL ORDER
SHIPMENT # 1
COMPLETE
POOLS # 1-83

9,084,450	847,961	181,675	408,775	242,220	151,397	15,129	45,403	15,146	15,160	4,156	2,577	380	1,142	77
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No.

06/30/17

Game Name 1840 Game No 1030151-3 Inv No. SGI Vendor 362-17-9019 TLC PO # RL026

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
8,009,700	8,009.70	\$52.63	\$421,550.51
Delivered			
7,832,250			
Ordered			
8,040,000			
2% under	7,879,200		
2% over	8,200,800		
Acceptable Range	ERROR		
Sub Total			\$421,550.51
Total			\$421,550.51

Sub Total \$421,550.51
 Total \$421,550.51

Scratch Ticket Game Analysis
8/30/15-8/26/17

Average Number of Weeks for 85% Average Sell Through

Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	Week 14	Week 21	Week 17	Week 19
10M-14.99M	Week 20	None	None	Week 13*
15M-19.99M	None	Week 21*	None	Week 34
20M-24.99M	None	Week 44	Week 33	Week 59
25M-29.99M	Week 33*	Week 38	None	None
30M-34.99M	None	None	None	Week 39*
>35M	None	Week 57*	Week 48*	None

Quantities	Price Point			
	\$10	\$20	\$30	\$50
2M	None	None	None	None
3M	None	None	None	None
4M	None	None	None	None
5M	Week 20	Week 43*	None	None
6M	Week 16*	None	None	None
7M	None	None	None	None
8M	None	Week 35*	None	None
>9M	Week 27	Week 51*	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	\$553,916	\$676,611	\$1,048,153	\$1,872,956
10M-14.99M	\$510,306	None	None	\$4,200,786
15M-19.99M	None	\$1,273,552	None	\$2,144,435
20M-24.99M	None	\$899,634	\$1,654,317	\$1,612,912
25M-29.99M	\$665,806	\$1,254,186	None	None
30M-34.99M	None	None	None	\$3,329,657
>35M	None	\$1,050,513	\$1,875,795	None

Quantities	Price Point			
	\$10	\$20	\$30	\$50
2M	None	None	None	None
3M	None	None	None	None
4M	None	None	None	None
5M	\$2,379,881	\$2,329,740	None	None
6M	\$3,257,867	None	None	None
7M	None	None	None	None
8M	None	\$3,985,513	None	None
>9M	\$3,597,569	\$3,423,888	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