

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 3/23/2020

Game #	2052	Confirmed Packs	6,090
Game Name	\$50,000 Bonus Cashword	Active Packs	2,930
Quantity Printed	35,669,250	Warehouse Packs	132
Price Point	\$3	Returned Packs	1,131
Start Date	2/4/2019	Printed Payout Percentage	66.06%
Top Prize	\$ 50,000	Percent Sold	95.92%
Number of Top Prizes Remaining	1	Number of Weeks Out	59

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 707,321	Actual ticket production costs
Prize payout expense	\$ 66,046,407	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 66,753,728	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 102,641,834	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 102,641,834	

Excess of Revenue over Expended \$ 35,888,106

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	\$	610,506
Next week	\$	859,470
Next week	\$	1,075,725
<hr/>		
Avg Weekly Sales Current Game	\$	848,567
Avg Weekly Sales \$3; >35M Qty	\$	2,027,184
Percentage Of Variance In Sales		58%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2052	Printed Payout Percentage	66.06%
Game Name	\$50,000 Bonus Cashword	Actual Payout Percentage	64.35%
Percent Sold	95.92%	Number of Weeks Out	59
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			45

* only one game at this level with 85% sell through

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):

Scratch Ticket Strategy Coordinator Date

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

Ex ate

Not Required -
Over 85% Sell-Through

Bowersock, Dale

From: Tirloni, Robert
Sent: Monday, March 30, 2020 6:05 PM
To: Bowersock, Dale
Subject: FW: Game Close Analysis - Over 85%
Attachments: 2052 \$50,000 Bonus Cashword Game Close Analysis.pdf; 2105 Wild Cherry Doubler Game Close Analysis.pdf; 2185 Holiday Cheer Game Close Analysis.pdf

All three attached Game Closing Analysis documents are approved, 3/30/2020. –RT

Robert Tirloni
Products Manager | Texas Lottery Commission
Office: 512-344-5406

From: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>
Sent: Monday, March 23, 2020 2:33 PM
To: Tirloni, Robert <Robert.Tirloni@lottery.state.tx.us>
Subject: FW: Game Close Analysis - Over 85%

Approved.

From: Bowersock, Dale
Sent: Monday, March 23, 2020 9:43 AM
To: Tirloni, Robert <Robert.Tirloni@lottery.state.tx.us>
Subject: Game Close Analysis - Over 85%

Attached are the game close analysis documents for the games over 85% sold.



Da Vinci Report
Week End Date: 3/21/20 **3/23/20**

Product Line	Game	Prize Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales				
													3/21/20	3/4/20	3/7/20	2/29/20	
Mature	2115	\$2	WILD CASH	12/16/19			14	81.60%	5,812	3,795	2	364	\$343,450.00	\$496,570.00	\$544,526.00	\$604,714.00	
	2177	\$5	BONUS BREAK THE BANK	11/18/19			18	29.31%	15,444	9,079	145,681	19	\$1,262,630.00	\$1,428,855.00	\$1,524,210.00	\$1,499,025.00	
	2001	\$5	DEUCES WILD	12/2/19			16	81.61%	11,630	5,326	21,340	2,918	\$688,690.00	\$684,015.00	\$967,985.00	\$1,073,060.00	
	2186	\$5	POWER 5S	11/18/19			18	83.24%	5,552	3,149	5,828	187	\$554,300.00	\$670,820.00	\$817,870.00	\$888,975.00	
	2237	\$5	SUPER LOTERIA	12/16/19			14	23.41%	24,298	9,685	377,464	17	\$3,488,880.00	\$3,725,265.00	\$3,961,350.00	\$3,746,445.00	
	2056	\$10	\$200 MILLION CASH EXPLOSION	9/4/18			81	67.42%	14,525	5,666	161,917	59	\$2,097,100.00	\$2,436,950.00	\$2,676,710.00	\$2,631,990.00	
	2224	\$10	\$250,000 50X CASHWORD	11/4/19			20	69.92%	21,781	8,636	36,882	36	\$3,781,850.00	\$4,328,280.00	\$4,494,960.00	\$4,407,140.00	
	2187	\$10	DIAMOND DOLLARS	11/18/19			18	86.76%	11,098	5,151	970	19	\$1,491,750.00	\$1,847,060.00	\$2,139,580.00	\$2,332,680.00	
	2167	\$10	MEGA LOTERIA	9/16/19			27	55.58%	28,017	10,145	190,110	27	\$5,574,150.00	\$6,070,520.00	\$6,360,780.00	\$6,355,200.00	
	1838	\$20	INSTANT MILLIONAIRE	5/15/17			149	49.05%	15,014	5,991	682,362	41	\$2,287,360.00	\$2,501,820.00	\$2,762,080.00	\$2,817,940.00	
	2144	\$20	MILLION DOLLAR LOTERIA	10/7/19			24	87.65%	19,738	4,440	2,458	91	\$1,895,660.00	\$2,483,160.00	\$3,695,120.00	\$4,700,340.00	
	2178	\$20	MONEY	10/21/19			22	73.45%	16,785	6,949	49,591	33	\$2,144,120.00	\$2,653,440.00	\$2,902,680.00	\$3,131,280.00	
	2053	\$30	\$750 MILLION WINNERS CIRCLE	3/19/18			105	32.80%	8,620	3,983	901,002	31	\$2,070,660.00	\$2,686,200.00	\$3,011,460.00	\$2,992,080.00	
	2173	\$30	HIT \$1,000,000	9/3/19			29	70.91%	15,372	6,914	34,482	55	\$2,494,860.00	\$3,162,240.00	\$3,412,980.00	\$3,336,390.00	
	2141	\$50	MILLION DOLLAR JACKPOT	5/20/19			44	78.81%	9,930	4,186	32,833	60	\$2,421,050.00	\$2,933,250.00	\$3,118,400.00	\$3,052,300.00	
	2190	\$50	PREMIER PLAY	12/2/19			16	39.71%	17,965	7,352	136,998	36	\$5,619,250.00	\$6,607,100.00	\$7,147,300.00	\$7,080,200.00	
	Out of Wareh	2200	\$1	QUICK 7S	2/3/20			7	56.03%	15,559	10,113	42	21	\$630,537.00	\$683,733.00	\$831,593.00	\$918,827.00
	Sold/Closing	2176	\$1	BOOT SCOOTIN' BUCKS	10/7/19	3/6/20	4/22/20	24	95.21%	196	155	0	1,697	\$7,262.00	\$22,271.00	\$43,209.00	\$48,031.00
		2182	\$1	FROSTY FUN	11/4/19	3/6/20	4/22/20	20	94.50%	123	69	0	2,475	-\$2,755.00	-\$5,672.00	\$14,139.00	\$20,082.00
		2188	\$1	ICY HOT 7S	12/2/19	4/6/20	5/23/20	16	91.02%	1,862	1,275	0	949	\$74,879.00	\$86,868.00	\$118,753.00	\$129,846.00
2185		\$2	HOLIDAY CHEER	11/18/19			18	90.44%	1,109	361	0	3,740	\$27,828.00	\$33,582.00	\$63,702.00	\$70,792.00	
2052		\$3	\$50,000 BONUS CASHWORD	2/4/19			59	95.92%	6,090	2,930	132	1,131	\$810,506.00	\$859,470.00	\$1,075,725.00	\$1,285,605.00	
1828		\$3	TEXAS LOTERIA	9/17/18			79	93.14%	19,715	11,369	2,166	22	\$1,462,089.00	\$1,611,750.00	\$1,683,834.00	\$1,606,509.00	
2175		\$5	\$100,000 FRENZY	9/16/19	3/6/20	4/22/20	27	77.64%	245	319	16,220	3,157	\$100,195.00	\$194,285.00	\$294,730.00	\$391,740.00	
2157		\$5	5X EL DINERO	10/7/19	4/6/20	5/23/20	24	77.53%	1,769	1,802	16,253	872	\$302,440.00	\$367,715.00	\$462,090.00	\$525,885.00	
2180		\$5	BONUS 7	10/21/19			22	91.78%	5,538	4,745	4	54	\$1,106,965.00	\$1,301,640.00	\$1,294,000.00	\$1,240,330.00	
2129		\$5	BONUS BREAK THE BANK	4/2/19	2/27/20	4/12/20	51	91.74%	130	102	4,872	4,909	\$25,755.00	\$74,490.00	\$152,990.00	\$226,060.00	
2155		\$5	BONUS JACKPOT	8/5/19	3/6/20	4/22/20	33	73.68%	236	278	20,578	2,779	\$38,825.00	\$125,610.00	\$198,365.00	\$248,815.00	
2158		\$5	COWBOYS	8/19/19	4/6/20	5/23/20	31	60.41%	1,611	1,509	46,325	600	\$232,210.00	\$303,365.00	\$356,240.00	\$376,205.00	
2159		\$5	HOUSTON TEXANS	8/19/19	4/6/20	5/23/20	31	62.56%	1,294	949	23,748	856	\$120,810.00	\$161,720.00	\$176,190.00	\$218,145.00	
2088		\$5	MERRY MONEY	11/4/19	4/6/20	5/23/20	20	86.67%	1,597	749	209	9,095	\$105,410.00	\$133,725.00	\$176,750.00	\$233,775.00	
2082		\$5	SUPER CROSSWORD	11/26/18			69	90.59%	8,392	5,687	11,925	22	\$1,162,565.00	\$1,412,890.00	\$1,471,105.00	\$1,411,890.00	

Liability for 2052 / for Life to Date

Product Status:
Active

SmartCash Enabled:
N/A

Validation Range: 01/19/2019 - 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	\$3.00	457198	\$1,371,594.00	3466264	\$10,398,792.00	88.35%	31512739
2	2	N/A	\$5.00	138915	\$694,575.00	1858625	\$9,293,125.00	93.05%	33188701
3	3	N/A	\$10.00	97413	\$974,130.00	1614711	\$16,147,110.00	94.31%	33639812
4	4	N/A	\$15.00	26041	\$390,615.00	473422	\$7,101,330.00	94.79%	33809526
5	5	N/A	\$20.00	21149	\$422,980.00	406820	\$8,136,400.00	95.06%	33906578
6	0	N/A	\$50.00	6659	\$332,950.00	136053	\$6,802,650.00	95.33%	34004908
7	0	N/A	\$100.00	2922	\$292,200.00	55065	\$5,506,500.00	94.96%	33871854
8	0	N/A	\$500.00	158	\$79,000.00	2811	\$1,405,500.00	94.68%	33771054
9	0	N/A	\$5,000.00	8	\$40,000.00	81	\$405,000.00	91.01%	32463026
10	0	N/A	\$50,000.00	1	\$50,000.00	17	\$850,000.00	94.44%	33687628
Totals:				750464	\$4,648,044.00	8,013,869	\$66,046,407.00		

Prize Structure
 TEXAS LOTTERY
 GAME NO.2052 "\$50,000 BONUS CASHWORD"
 October 9, 2018 - VERSION A

Order Quantity: 35,669,250 Pack Size: 125 Pool Size: 120,000 Winners: 8,764,333 Prize Fund: \$70,694,451.00 Total Payout
 Price Point: \$3.00 Packs/Game: 285,354 Number of Pools: 297.24 Non-Winners: 26,904,917 Payout: 66.06%
 Revenue: \$107,007,750.00 Packs/Pool: 960 Overall Odds: 4.0698

ORIGINAL

SHIPMENT # 1-8
 COMPLETE
 POOLS # 1-324
 35669250
 3923462
 1997540
 1712124
 499463
 427969
 142712
 57987
 2969

Kind	Wins	Tier Level	Get	Win	Value	Odds (1 in)	Winners			Total	Total Prize Cost	% Prize Fund
							Pack	Pool	Total			
Low Tiers												
01	1	L	3 Words	\$3	\$3.00	9.0913	13.75	13,200.00	3,923,462	\$11,770,386.00	16.65%	
02	1	L	4 Words	\$5	\$5.00	17.8566	7.00	6,720.00	1,997,540	\$9,987,700.00	14.13%	
03	1	L	5 Words	\$10	\$10.00	20.8333	6.00	5,760.00	1,712,124	\$17,121,240.00	24.22%	
04	1	L	6 Words	\$15	\$15.00	71.4152	1.75	1,680.00	499,463	\$7,491,945.00	10.60%	
05	1	L	7 Words	\$20	\$20.00	83.3454	1.50	1,440.00	427,969	\$8,559,380.00	12.11%	
Total (Low Tiers):				4,1667	30.00	28,800.00	8,560,558	\$54,930,651.00	77.70%			
Mid Tiers												
06	1	M	8 Words	\$50	\$50.00	249.9387	0.50	480.00	142,712	\$7,135,600.00	10.09%	
07	1	M	9 Words	\$100	\$100.00	615.1249	0.20	195.00	57,987	\$5,798,700.00	8.20%	
08	1	M	10 Words	\$500	\$500.00	12013.8936	0.01	10.00	2,969	\$1,484,500.00	2.10%	
Total (Mid Tiers):				175,1343	0.71	685.00	203,668	\$14,418,800.00	20.40%			
High Tiers												
09	1	H	11 Words	\$5,000	\$5,000.00	400778.0899	0.00	0.30	89	\$445,000.00	0.63%	
10	1	H	12 Words	\$50,000	\$50,000.00	1981625.0000	0.00	0.06	18	\$900,000.00	1.27%	
Total (High Tiers):				333357.4766	0.00	0.36	107	\$1,345,000.00	1.90%			
Total:				4,0698	30.71	29,485.36	8,764,333	\$70,694,451.00	100.00%			

There will be no more than thirty-two (32) winners per pack.



INTEROFFICE MEMO

Gary Grief, Executive Director Michael P. Farrell, Charitable

Payment Approval

January 23, 2019

The attached invoice(s) for service is being submitted for approval.

Vendor Name: Scientific Games, Inc
 Invoice Number: 1034173-8
 Tx Game name: TX-2052 Bonus Cashword
 PO #: 362-19-9019RV2RL011

Shipment	Quantity	Price	Total
1	4534.50	\$19.83	\$89,919.14
2	4531.88	\$19.83	\$89,867.08
3	4534.63	\$19.83	\$89,921.61
4	4532.75	\$19.83	\$89,884.43
5	4534.25	\$19.83	\$89,914.18
6	4535.625	\$19.83	\$89,941.44
7	4283.625	\$19.83	\$84,944.28
8	4182.00	\$19.83	\$82,929.06

Total Amount \$707,321.23

The above referenced invoice(s) have been reviewed and certified as proper, accurate and should be paid by the Texas Lottery Commission.

Dale Bowersock DUB
 Dale Bowersock (Instant Product Coordinator)
 Please forward to the next person for approval

1/23/19
Date

[Signature]
 Robert Tirfoni (Products Manager)
 Please forward to the next person for approval

1/24/19
Date

[Signature]
 Ryan Mindell (Lottery Operations Division Director)

1/24/19
Date

Please return to Maria Perez in the Office of the Controller by

February 2, 2019

JB

02/02/19
 35-000-0000
 10000
 35-000-0000
 35-000-0000
 19-000
 707-210-0000
 0-0000



1500 BLUEGRASS LAKES PARKWAY
ALPHARETTA, GEORGIA 30004
770.664.3700

Sold To:

TEXAS LOTTERY
P.O. BOX 16630
AUSTIN, TX 78761-6630

Invoice: 1034173-8
P.O. 362-19-9019RV2 RL011
January 23, 2019

<u>Game</u>	<u>Description</u>	<u>Shipment</u>	<u>Quantity</u>	<u>Price Per 1000</u>	<u>Total Price</u>
TX-2052	BONUS CASHWORD	1	4,534,500	\$19.83	\$89,919.14
TX-2052	BONUS CASHWORD	2	4,531,875	\$19.83	\$89,867.08
TX-2052	BONUS CASHWORD	3	4,534,625	\$19.83	\$89,921.61
TX-2052	BONUS CASHWORD	4	4,534,250	\$19.83	\$89,914.18
TX-2052	BONUS CASHWORD	6	4,535,625	\$19.83	\$89,941.44
TX-2052	BONUS CASHWORD	7	4,283,625	\$19.83	\$84,944.28
TX-2052	BONUS CASHWORD	8	4,182,000	\$19.83	\$82,929.06
TOTAL DUE					<u>\$707,321.23</u>

Please Remit Payment Via Wire Transfer

Bank: Bank of America
Swift: BOFAUS3N
Acct name: Scientific Games International, Inc. - Operating
Acct #: 501017395032
Wire Routing #: 026009593

**Instant Ticket Game Analysis
8/27/17-8/31/19**

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Average Number of Weeks for 85% Average Sell Through					Print Quantities			
	\$1	\$2	\$3	\$5	\$10		\$20	\$30	\$50
< 5M	None	Week 12*	None	None	None	2M	None	None	None
5M-9.99M	Week 13	Week 18	Week 15*	Week 18	None	3M	None	None	Week 57
10M-14.99M	None	None	None	Week 28	None	4M	None	None	None
15M-19.99M	Week 23*	None	Week 33	Week 40	Week 26*	5M	Week 36	None	None
20M-24.99M	None	None	None	Week 45*	Week 18	6M	None	None	None
25M-29.99M	Week 43	None	None	None	Week 25*	7M	None	None	None
30M-34.99M	Week 41*	None	None	None	Week 25*	8M	Week 38*	None	None
>35M	None	Week 66	Week 45*	Week 53*	Week 38	>9M	Week 49	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Average Weekly Dollar Sales at 85% Average Sell Through					Print Quantities			
	\$1	\$2	\$3	\$5	\$10		\$20	\$30	\$50
< 5M	None	\$714,918	None	None	None	2M	None	None	None
5M-9.99M	\$643,343	\$727,322	\$1,030,894	\$2,013,538	None	3M	None	None	\$2,730,007
10M-14.99M	None	None	None	\$1,919,318	None	4M	None	None	None
15M-19.99M	\$633,249	None	\$1,264,141	\$2,076,678	\$1,959,320	5M	\$2,904,017	None	None
20M-24.99M	None	None	None	\$2,010,891	\$3,723,656	6M	None	None	None
25M-29.99M	\$669,499	None	None	None	\$2,488,242	7M	None	None	None
30M-34.99M	\$629,856	None	None	None	\$2,822,095	8M	\$4,005,888	None	None
>35M	None	\$981,218	\$2,027,184	\$3,256,460	\$3,796,966	>9M	\$3,195,590	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