

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 10/13/2019

Game #	2088	Confirmed Packs	3,444
Game Name	Merry Money	Active Packs	1,472
Quantity Printed	7,343,025	Warehouse Packs	209
Price Point	\$5	Returned Packs	7,331
Start Date	11/4/2019	Printed Payout Percentage	68.01%
Top Prize	\$ 100,000	Percent Sold	85.54%
Number of Top Prizes Remaining	1	Number of Weeks Out	17

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 858,053	Actual ticket production costs
Prize payout expense	\$ 20,144,780	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 21,002,833

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 31,406,118	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 31,406,118

Excess of Revenue over Expended \$ 10,403,285

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 Weeks Sales from DaVinci		
Most recent week sales	\$	233,775
Next week	\$	367,150
Next week	\$	540,970
Avg Weekly Sales Current Game	\$	380,632
Avg Weekly Sales \$5; 5M-9.99M Qty	\$	2,013,538
Percentage Of Variance In Sales		81%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	<input type="text" value="2088"/>	Printed Payout Percentage	<input type="text" value="68.01%"/>
Game Name	<input type="text" value="Merry Money"/>	Actual Payout Percentage	<input type="text" value="64.14%"/>
Percent Sold	<input type="text" value="85.54%"/>	Number of Weeks Out	<input type="text" value="17"/>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			<input type="text" value="18"/>

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 Boussock 3/2/2020
Scratch Ticket Strategy Coordinator Date

[Signature] 3/2/2020
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 Date

Executive Director Date

**Not Required
>85% Sell Through**



Da Vinci Report
Week End Date: 2/29/20

3/2/20

Product Line	Game	Amt	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Wire	Return	Net Sales			
														2/29/20	2/22/20	2/15/20	2/8/20
Mature	1828	\$3	41,527,800	TEXAS LOTERIA	9/17/18			76	89.33%	20,664	11,544	22,038	19	\$1,606,508.00	\$1,583,301.00	\$1,598,673.00	\$1,664,034.00
	2157	\$5	7,339,200	5X EL DINERO	10/7/19			21	74.45%	3,833	2,728	16,818	529	\$525,885.00	\$553,655.00	\$639,325.00	\$710,705.00
	2180	\$5	10,212,525	BONUS 7	10/21/19			19	84.53%	9,320	5,579	3,233	29	\$1,240,330.00	\$1,151,490.00	\$1,246,200.00	\$1,365,190.00
	2177	\$5	18,315,600	BONUS BREAK THE BANK	11/18/19			15	24.71%	15,780	9,102	156,287	12	\$1,498,025.00	\$1,385,595.00	\$1,413,275.00	\$1,421,765.00
	2158	\$5	9,750,750	COWBOYS	8/19/19			28	58.58%	3,334	2,465	46,433	439	\$376,205.00	\$385,030.00	\$461,930.00	\$639,290.00
	2159	\$5	5,625,275	HOUSTON TEXANS	8/19/19			28	60.93%	2,587	1,464	23,826	521	\$218,145.00	\$255,410.00	\$289,020.00	\$298,910.00
	2088	\$5	7,343,025	MERRY MONEY	11/4/19			17	85.54%	3,444	1,472	209	7,331	\$233,775.00	\$367,150.00	\$640,970.00	\$895,615.00
	2186	\$5	7,113,225	POWER 55	11/18/19			15	77.49%	7,496	4,602	7,278	61	\$888,975.00	\$955,650.00	\$1,097,005.00	\$1,228,925.00
	2082	\$5	22,519,650	SUPER CROSSWORD	11/26/18			66	86.99%	12,029	7,631	16,880	16	\$1,411,890.00	\$1,403,980.00	\$1,503,935.00	\$1,454,445.00
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18			78	64.90%	13,559	6,188	176,499	55	\$2,631,990.00	\$2,412,000.00	\$2,414,500.00	\$2,419,810.00
	2224	\$10	12,075,500	\$250,000 50X CASHWORD	11/4/19			17	59.48%	21,325	9,246	62,273	27	\$4,407,140.00	\$4,065,370.00	\$4,173,750.00	\$4,247,020.00
	2187	\$10	7,259,850	DIAMOND DOLLARS	11/18/19			15	79.22%	11,837	6,286	9,822	14	\$2,332,680.00	\$2,131,250.00	\$2,309,980.00	\$2,462,760.00
	2167	\$10	26,568,050	MEGA LOTERIA	9/16/19			24	48.80%	26,085	10,852	227,659	16	\$6,355,200.00	\$5,795,240.00	\$5,726,440.00	\$5,746,890.00
	2181	\$10	4,473,300	WINTER WINNINGS	10/21/19			19	87.20%	2,685	934	0	6,377	\$242,440.00	\$378,520.00	\$557,870.00	\$893,970.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			146	47.97%	14,104	6,324	697,698	35	\$2,817,940.00	\$2,575,260.00	\$2,555,800.00	\$2,689,600.00
	2144	\$20	6,114,200	MILLION DOLLAR LOTERIA	10/7/19			21	81.04%	20,590	8,314	13,339	40	\$4,700,340.00	\$4,411,160.00	\$4,394,300.00	\$4,583,840.00
	2178	\$20	7,183,550	MONEY	10/21/19			19	68.09%	18,777	8,092	61,351	20	\$3,131,280.00	\$2,847,300.00	\$3,037,540.00	\$3,657,000.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			102	32.04%	9,887	5,371	908,271	21	\$2,992,080.00	\$2,758,950.00	\$2,694,870.00	\$2,705,220.00
	2173	\$30	5,135,150	HIT \$1,000,000	9/3/19			26	65.03%	14,922	7,616	46,272	35	\$3,336,390.00	\$3,092,070.00	\$3,309,510.00	\$3,261,900.00
	2141	\$50	4,623,120	MILLION DOLLAR JACKPOT	5/20/19			41	75.14%	9,718	4,449	40,926	70	\$3,052,300.00	\$2,873,400.00	\$2,952,750.00	\$2,816,900.00
Out of Wareh	2188	\$1	9,075,750	ICY HOT 75	12/2/19			13	87.93%	3,778	2,308	0	273	\$129,846.00	\$172,567.00	\$239,586.00	\$542,586.00
	2105	\$1	9,056,850	WILD CHERRY DOUBLER	12/16/19			11	83.33%	4,737	3,972	0	155	\$233,851.00	\$356,770.00	\$438,947.00	\$956,214.00
	2115	\$2	7,216,500	WILD CASH	12/16/19			11	72.42%	8,762	6,054	38	55	\$604,714.00	\$668,168.00	\$768,118.00	\$1,024,170.00
	2073	\$10	6,117,950	777	12/16/19			11	84.04%	11,114	6,807	5	85	\$2,939,900.00	\$3,026,000.00	\$3,347,730.00	\$3,809,580.00
Sold/Closing	2176	\$1	9,127,800	BOOT SCOOTIN' BUCKS	10/7/19	3/8/20	4/22/20	21	94.41%	848	785	0	849	\$48,031.00	\$59,715.00	\$83,972.00	\$150,399.00
	2182	\$1	9,020,700	FROSTY FUN	11/4/19	3/8/20	4/22/20	17	94.44%	556	311	0	1,757	\$20,082.00	\$35,047.00	\$56,840.00	\$278,906.00
	2170	\$1	9,177,900	HIT \$5,000	9/3/19	2/2/20	3/18/20	26	96.42%	53	21	0	1,565	-\$1,491.00	\$4,448.00	\$9,269.00	\$43,466.00
	2052	\$3	35,669,250	\$50,000 BONUS CASHWORD	2/4/19	3/8/20	4/22/20	56	93.54%	9,638	5,586	417	215	\$1,285,605.00	\$1,495,059.00	\$1,810,660.00	\$1,885,458.00
	2175	\$5	7,208,550	\$100,000 FRENZY	9/16/19	3/8/20	4/22/20	24	76.01%	1,668	1,907	16,256	1,135	\$391,740.00	\$454,330.00	\$514,370.00	\$669,665.00
	2152	\$5	5,625,925	50X FAST CASH	7/15/19	2/2/20	3/18/20	33	95.18%	47	30	72	2,376	-\$1,100.00	\$14,250.00	\$32,170.00	\$107,080.00
	2165	\$5	11,079,000	BINGO TIMES 20	8/5/19	2/4/20	3/20/20	30	87.75%	746	396	509	6,059	\$158,990.00	\$381,840.00	\$698,490.00	\$1,385,170.00
2129	\$5	10,394,625	BONUS BREAK THE BANK	4/2/19	2/27/20	4/12/20	48	91.26%	1,172	1,026	4,872	3,212	\$226,060.00	\$277,180.00	\$339,630.00	\$399,895.00	

NO. OF TICKETS (+/-2%): 7,343,025
 NO. POOLS: 20,40
 PACK SIZE: 75
 PACKS/POOL: 4,800
 PACKS/GAME: 97,907

Minimum Quantity: 7,056,000
 Maximum Quantity: 7,344,000

TEXAS LOTTERY COMMISSION
 "MERRY MONEY" - GAME NO. 2088
 END OF PRODUCTION PRIZE STRUCTURE
 11-Oct-19

VERSION A

7,343,025

PRIZE TIER	PRIZE CODE	TIER CODE	GET.	# OF WAYS TO WIN:	ODDS OF 1 IN:	WINNERS IN POOLS	WINNERS IN (PER PACK*)	WINNERS IN (Per Pool)	PRIZE COST	PERCENT OF FUND**	VALIDATION TIER LEVELS
1	\$5	L	\$5	1	8.33	881,044	8,988	43,194	\$4,405,220	17.64%	
2	\$10	L	\$10	1	26.46	277,529	2,8346	13,606	\$2,775,290	11.11%	
3	\$5*2X	L	\$5*2X	1	22.51	326,210	3,318	15,993	\$3,262,100	13.06%	
4	\$5 x 4	L	\$5 x 4	4	150.18	48,895	0.4994	2,397	\$977,900	3.92%	
5	\$10*2X	L	\$10*2X	1	64.25	114,280	1,1672	5,603	\$2,285,600	9.15%	LOW TIER
6	\$20	L	\$20	1	149.87	48,997	0.5004	2,402	\$979,940	3.92%	
7	\$5*2X + \$20*2X	M	\$5*2X + \$20*2X	2	358.14	20,503	0.21	1,000	\$1,025,150	4.11%	
8	\$10*5X	M	\$10*5X	1	93.51	78,528	0.80	3,850	\$3,926,400	15.73%	
9	\$5 x 10	M	\$5 x 10	10	360.45	20,372	0.21	1,000	\$1,018,600	4.08%	
10	\$50	M	\$50	1	896.69	8,189	0.08	400	\$409,450	1.64%	
11	\$100	M	\$100	1	4,783.73	1,535	0.02	75	\$153,500	0.61%	
12	\$20*5X	M	\$20*5X	1	901.54	8,145	0.08	400	\$814,500	3.26%	
13	\$5 x 10 + \$10*5X	M	\$5 x 10 + \$10*5X	11	1,059.29	6,932	0.07	340	\$693,200	2.78%	
14	\$10 x 10	M	\$10 x 10	10	2,409.13	3,048	0.03	150	\$304,800	1.22%	
15	\$250	M	\$250	1	35,303.00	208	0.00	10	\$52,000	0.21%	
16	\$10*5X + \$20 x 10	M	\$10*5X + \$20 x 10	11	4,239.62	1,732	0.02	85	\$433,000	1.73%	
17	\$50*5X	M	\$50*5X	1	10,212.83	719	0.01	35	\$179,750	0.72%	
18	\$5 x 10 + \$50*5X + \$100*2X	M	\$5 x 10 + \$50*5X + \$100*2X	12	10,198.65	720	0.01	35	\$360,000	1.44%	
19	\$500	M	\$500	1	71,990.44	102	0.00	5	\$51,000	0.20%	MID TIER
20	\$50 x 2 + \$100 x 4	M	\$50 x 2 + \$100 x 4	6	11,862.72	619	0.01	30	\$309,500	1.24%	
21	\$10 x 20 + \$100 x 8	H	\$10 x 20 + \$100 x 8	28	209,800.71	35	0.00	1.72	\$35,000	0.14%	
22	\$10*5X + \$20 x 20 + \$100 x 3 + \$250	H	\$10*5X + \$20 x 20 + \$100 x 3 + \$250	25	815,891.67	9	0.00	0.44	\$9,000	0.04%	
23	\$1,000	H	\$1,000	1	917,878.13	8	0.00	0.39	\$8,000	0.03%	HIGH TIER
24	\$100,000	H	\$100,000	1	1,468,605.00	5	0.00	0.245131	\$500,000	2.00%	
				3.97	3,9727	1,848,364	18.88	90,612.91	\$ 24,568,900	100.00%	100.00%

Note: *2X** = win DOUBLE the prize by revealing a "2X" Play Symbol.
 Note: *5X** = win 5 TIMES the prize by revealing a "5X" Play Symbol.

Consolidated odds are 1 in:

\$5	8.33
\$10	12.16
\$20	34.61
\$50	57.55
\$100	127.592
\$250	373.50
\$500	2,761.57
\$1,000	5,095.78
\$100,000	141,212.02
\$500,000	1,468,605.00
\$1,000,000	5
\$1,848,364	1,848,364

* Each of the following GLEPS will be used in approximately 16.67% of each pack of 75 tickets
 ** Numbers are rounded
 *** This Number of prizes is guaranteed delivery to the Lottery.

Liability for 2088 / for Life to Date

Product Status: Active

SmartCash Enabled: N/A

Validation Range: 10/15/2019 - 12/31/2037

Outstanding Prizes

Tier Ref	SmartCash	Tier Value	Count	Amount	Tickets	Amount Paid	Life to Date	% paid	Est. Tickets Sold
1	N/A	\$5.00	185772	\$928,860.00	695272	\$3,476,360.00	78.91%	5794715	
2	N/A	\$10.00	54873	\$548,730.00	222656	\$2,226,560.00	80.23%	5891162	
3	N/A	\$10.00	65655	\$656,550.00	260555	\$2,605,550.00	79.87%	5865123	
4	N/A	\$20.00	8768	\$175,360.00	40127	\$802,540.00	82.07%	6026251	
5	N/A	\$20.00	22328	\$446,560.00	91952	\$1,839,040.00	80.46%	5908346	
6	N/A	\$20.00	9193	\$183,860.00	39804	\$796,080.00	81.24%	5965299	
7	N/A	\$50.00	3722	\$186,100.00	16781	\$839,050.00	81.85%	6010013	
8	N/A	\$50.00	14817	\$740,850.00	63711	\$3,185,550.00	81.13%	5957511	
9	N/A	\$50.00	3500	\$175,000.00	16872	\$843,600.00	82.82%	6081460	
10	N/A	\$50.00	1463	\$73,150.00	6726	\$336,300.00	82.13%	6031162	
11	N/A	\$100.00	300	\$30,000.00	1235	\$123,500.00	80.46%	5907906	
12	N/A	\$100.00	1626	\$162,600.00	6519	\$651,900.00	80.04%	5877124	
13	N/A	\$100.00	1182	\$118,200.00	5750	\$575,000.00	82.95%	6090939	
14	N/A	\$100.00	513	\$51,300.00	2535	\$253,500.00	83.17%	6107141	
15	N/A	\$250.00	43	\$10,750.00	165	\$41,250.00	79.33%	5824995	
16	N/A	\$250.00	271	\$67,750.00	1461	\$365,250.00	84.35%	6194087	
17	N/A	\$250.00	142	\$35,500.00	577	\$144,250.00	80.25%	5892803	
18	N/A	\$500.00	116	\$58,000.00	604	\$302,000.00	83.89%	6159982	
19	N/A	\$500.00	24	\$12,000.00	78	\$39,000.00	76.47%	5615254	
20	N/A	\$500.00	104	\$52,000.00	515	\$257,500.00	83.20%	6109301	
21	N/A	\$1,000.00	9	\$9,000.00	26	\$26,000.00	74.29%	5454818	
22	N/A	\$1,000.00	2	\$2,000.00	7	\$7,000.00	77.78%	5711241	
23	N/A	\$1,000.00	0	\$0.00	8	\$8,000.00	100.00%	7343024	
24	N/A	\$100,000.00	1	\$100,000.00	4	\$400,000.00	80.00%	5874419	
Totals:			374424	\$4,824,120.00	1,473,940	\$20,144,750.00			



INTEROFFICE MEMO

Gary Grief, Executive Director
Michael P. Farrell, Chair

Payment Approval

October 25, 2019

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

Vendor Name:
P.O. Number (if applicable):
Invoice Number:
Tx Game Name:

Pollard Banknote Limited
362-19-9010RL020
8513109
Merry Money Game #2088

Quantity	Unit Price	Total	Description
1	7343.025	7343.025	ticket size 4 x 8
1	7343.025	7343.025	four colour process/spectrum
1	7343.025	7343.025	clear play
1	7343.025	7343.025	multiple play area
1	7343.025	7343.025	point of sale promo
1	7343.025	7343.025	clear play
1	80.00	80.00	clear play
1	1.60	1.60	multiple play area
1	14752.88	14752.88	point of sale promo
1	20000.00	20000.00	clear play

Total Amount: \$858,052.84

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

[Signature]
Date Bowersock (Scratch Ticket Strategy Coordinator)
Please forward to the next person for approval

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

[Signature]
Ryan Mindell (Lottery Operations Division Director)
Please return to Maria Perez in the Office of the Controller by

November 4, 2019

Date: 10/25/19

Date: 10/28/19

Date: 10/25/19

POLLARD banknote limited

140 Otter Street
Winnipeg, Manitoba
Canada R3T 0M8
Phone: (204) 474-2323
Fax: (204) 453-1375

INVOICE NO.: 8513109

Sold To: Texas Lottery Commission P.O. Box 16630 Austin, TX 78761-6630 United States	Ship To: Texas Lottery Commission P.O. Box 16630 Austin, TX 78761-6630 United States
Terms: Net 30 days after date of invoice	

Invoice Date	Order No.	Your Order	Customer No.
October 24, 2019	1056942		5008

Order name: Merry Money #2088
PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 8	7,343,025	22.52 /M	165,364.92
Four colour process / Spectrum base graphics	7,343,025	8.00 /M	58,744.20
Clear Play	7,343,025	80.00 /M	587,442.00
Multiple Play Area	7,343,025	1.60 /M	11,748.84
Point of Sale Promotional Item	1	14,752.88 Ea	14,752.88
Clear Play	1	20,000.00 Ea	20,000.00

Under unit price '/M' = price per thousand.

Before Taxes:	858,052.84 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	858,052.84 USD

Banking Instructions:

TD Bank, NA
2035 Limestone Rd.
Wilmington, DE 19808
ABA# 026013673
Bank Account # 3248176206

Delivery: Prepaid
Tax ID/Contract Number: NA
GST Registration Number: 819251463

2019 OCT 25 PM 5:56
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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	Average Number of Weeks for 85% Average Sell Through				
	\$1	\$2	\$3	\$5	\$10		\$20	\$30	\$50		
< 5M	None	Week 12*	None	None	None	2M	None	None	None	None	
5M-9.99M	Week 13	Week 18	Week 15*	Week 18	None	3M	None	None	None	Week 57	
10M-14.99M	None	None	None	Week 28	None	4M	None	None	None	None	
15M-19.99M	Week 23*	None	Week 33	Week 40	Week 26*	5M	Week 26*	Week 36	None	None	
20M-24.99M	None	None	None	Week 45*	Week 18	6M	Week 18	None	None	None	
25M-29.99M	Week 43	None	None	None	Week 25*	7M	Week 25*	None	None	None	
30M-34.99M	Week 41*	None	None	None	Week 25*	8M	Week 25*	Week 38*	None	None	
>35M	None	Week 66	Week 45*	Week 53*	Week 38	>9M	Week 38	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	Average Weekly Dollar Sales at 85% Average Sell Through				
	\$1	\$2	\$3	\$5	\$10		\$20	\$30	\$50		
< 5M	None	\$714,918	None	None	None	2M	None	None	None	None	
5M-9.99M	\$643,343	\$727,322	\$1,030,894	\$2,013,538	None	3M	None	None	None	\$2,730,007	
10M-14.99M	None	None	None	\$1,919,318	None	4M	None	None	None	None	
15M-19.99M	\$633,249	None	\$1,264,141	\$2,076,678	\$1,959,320	5M	\$1,959,320	\$2,904,017	None	None	
20M-24.99M	None	None	None	\$2,010,891	\$3,723,656	6M	\$3,723,656	None	None	None	
25M-29.99M	\$669,499	None	None	None	\$2,488,242	7M	\$2,488,242	None	None	None	
30M-34.99M	\$629,856	None	None	None	\$2,822,095	8M	\$2,822,095	\$4,005,888	None	None	
>35M	None	\$981,218	\$2,027,184	\$3,256,460	\$3,796,966	>9M	\$3,796,966	\$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
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