

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 8/28/2017

Game #	1756	Confirmed Packs	1,014
Game Name	High Roller Casino Action	Active Packs	591
Quantity Printed	3,666,680	Warehouse Packs	75,661
Price Point	\$50	Returned Packs	43
Start Date	4/18/2016	Printed Payout Percentage	77.83%
Top Prize	\$ 7,500,000	Percent Sold	57.51%
Number of Top Prizes Remaining	1	Number of Weeks Out	71

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 514,595	Actual ticket production costs
Prize payout expense	\$ 83,496,640	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 84,011,235

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 105,435,383	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 105,435,383

Excess of Revenue over Expended \$ 21,424,148

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	\$		221,000
Next week	\$		232,500
Next week	\$		205,900
Avg Weekly Sales Current Game	\$		219,800
Avg Weekly Sales \$20; 5M Qty*	\$		2,150,202
Percentage Of Variance In Sales			90%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1756	Printed Payout Percentage	77.83%
Game Name	High Roller Casino Action	Actual Payout Percentage	79.19%
Percent Sold	57.51%	Number of Weeks Out	71
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			47

* there are no games at this level with 85% sell through for comparison, so the \$20, 5M level was used

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 Bousack 8/28/17
Instant Product Coordinator Date

[Signature] 8/30/17
Products Manager Date

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

[Signature] 9/5/17
Lottery Operations Division Director Date

Kathy Ryan 9/5/2017
Controller Date

[Signature] 9/5/17
Executive Director Date

Play the Games of Texas!

Da Vinci Report **8/28/17**

Week End Date: 8/26/17

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														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	5/15/17			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
Out of Wareh	1887	\$1	7,249,500	\$2,000 CASH	6/19/17			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	9,019,200	MAD MONEY	2/20/17	8/13/17	9/27/17	27	90.72%	111	102	0	4,546	\$3,411.00	\$9,048.00	\$24,626.00	\$42,795.00
	1447	\$1	860,400	MONEY CRAZE	9/17/12	9/10/17	10/25/17	258	0.00%	0	0	0	162	\$0	\$0	\$0	\$0

Liability for 1756 / for Life to Date

Product Status: SmartCash Enabled: Validation Range: 03/30/2016 - 12/31/2037
 Active N/A

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	\$50.00	315331	\$15,766,550.00	417838	\$20,891,900.00	56.99%	2089665
2	2	N/A	\$70.00	196897	\$13,782,790.00	261562	\$18,309,340.00	57.05%	2091930
3	0	N/A	\$100.00	25086	\$2,508,600.00	32927	\$3,292,700.00	56.76%	2081133
4	0	N/A	\$100.00	31545	\$3,154,500.00	41768	\$4,176,800.00	56.97%	2088986
5	0	N/A	\$100.00	31700	\$3,170,000.00	41655	\$4,165,500.00	56.79%	2082142
6	0	N/A	\$150.00	7179	\$1,076,850.00	9566	\$1,434,900.00	57.13%	2094682
7	0	N/A	\$150.00	1320	\$198,000.00	1722	\$258,300.00	56.61%	2075615
8	0	N/A	\$200.00	1311	\$262,200.00	1727	\$345,400.00	56.85%	2084383
9	0	N/A	\$200.00	1328	\$265,600.00	1721	\$344,200.00	56.44%	2069647
10	0	N/A	\$200.00	1309	\$261,800.00	1749	\$349,800.00	57.19%	2097129
11	0	N/A	\$200.00	1317	\$263,400.00	1739	\$347,800.00	56.90%	2086504
12	0	N/A	\$500.00	990	\$495,000.00	1306	\$653,000.00	56.88%	2085663
13	0	N/A	\$500.00	1828	\$914,000.00	2460	\$1,230,000.00	57.37%	2103552
14	0	N/A	\$500.00	1779	\$889,500.00	2349	\$1,174,500.00	56.90%	2086490
15	0	N/A	\$500.00	1780	\$890,000.00	2359	\$1,179,500.00	56.99%	2089803
16	0	N/A	\$1,000.00	603	\$603,000.00	788	\$788,000.00	56.65%	2077170
17	0	N/A	\$1,000.00	626	\$626,000.00	854	\$854,000.00	57.70%	2115773
18	0	N/A	\$1,000.00	915	\$915,000.00	1219	\$1,219,000.00	57.12%	2094509
19	0	N/A	\$1,000.00	721	\$721,000.00	973	\$973,000.00	57.44%	2106068
20	0	N/A	\$1,000.00	581	\$581,000.00	770	\$770,000.00	56.99%	2089817
21	0	N/A	\$2,000.00	519	\$1,038,000.00	681	\$1,362,000.00	56.75%	2080840
22	0	N/A	\$2,000.00	334	\$668,000.00	436	\$872,000.00	56.62%	2076198
23	0	N/A	\$2,000.00	389	\$778,000.00	523	\$1,046,000.00	57.35%	2102712
24	0	N/A	\$2,000.00	321	\$642,000.00	447	\$894,000.00	58.20%	2134122
25	0	N/A	\$2,500.00	263	\$657,500.00	354	\$885,000.00	57.37%	2103735
26	0	N/A	\$10,000.00	28	\$280,000.00	34	\$340,000.00	54.84%	2010760
27	0	N/A	\$10,000.00	28	\$280,000.00	34	\$340,000.00	54.84%	2010760
28	0	N/A	\$7,500,000.00	1	\$7,500,000.00	2	\$15,000,000.00	66.67%	2444453
			Totals:	626029	\$59,188,290.00	829,563	\$83,496,640.00		

NO. OF TICKETS: 3,666,680
 NO. POOLS: 30.56
 PACK SIZE: 20
 PACKS/POOL: 6,000
 PACKS/GAME: 183,334

Minimum: 3,528,000
 Maximum: 3,672,000

TEXAS LOTTERY COMMISSION
 "HIGH ROLLER CASINO ACTION" - GAME NO. 1756
 END OF PRODUCTION PRIZE STRUCTURE
 Mar. 25, 2016

VERSION A

3,666,680 \$50 TICKETS \$183,334,000 REVENUE PRIZE FUND \$142,684,930 PAYOUT % 77.83%

PRIZE LEVEL	PRIZE CODE	TIER CODE	GET:	#OF WAYS TO WIN:		ODDS OF 1 IN:	WINNERS IN 30.56	WINNERS IN 20	WINNERS IN 120,000	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS	
				WIN:	POOLS		(PER PACK*)	(Per Pool)					
1	1	G	\$50	1	\$50	5.00	733,169	3,999	23,994,535	\$36,658,450	25.69%	LOW TIER	
2	2	G	\$70	1	\$70	8.00	458,459	2,501	15,008,058	\$32,092,130	22.49%	48.18%	
3	0	M	\$100	1	\$100	63.20	58,013	0.316	1,898,600	\$5,801,300	4.07%		
4	0	M	\$50x2	2	\$100	50.01	73,313	0.400	2,399,326	\$7,331,300	5.14%		
5	0	M	\$50D	1	\$100	49.99	73,355	0.400	2,400,700	\$7,335,500	5.14%		
6	0	M	\$50x3	3	\$150	218.97	16,745	0.091	548,016	\$2,511,750	1.76%		
7	0	M	\$50D+\$50	2	\$150	1,205.35	3,042	0.017	99,556	\$456,300	0.32%		
8	0	M	\$200	1	\$200	1,206.94	3,038	0.017	99,425	\$607,600	0.43%		
9	0	M	\$50Dx2	2	\$200	1,202.58	3,049	0.017	99,785	\$609,800	0.43%		
10	0	M	\$100D	1	\$200	1,199.05	3,058	0.017	100,080	\$611,600	0.43%		
11	0	M	\$50+\$50+\$100	3	\$200	1,199.83	3,056	0.017	100,014	\$611,200	0.43%		
12	0	M	\$500	1	\$500	1,596.99	2,296	0.013	75,142	\$1,148,000	0.80%		
13	0	M	\$50D+\$50D+\$50x6	8	\$500	855.10	4,288	0.023	140,334	\$2,144,000	1.50%		
14	0	M	\$50x10	10	\$500	888.25	4,128	0.023	135,098	\$2,064,000	1.45%	MID TIER	
15	0	M	\$50x2+\$100D+\$200	4	\$500	885.89	4,139	0.023	135,458	\$2,069,500	1.45%	23.34%	
16	0	H	\$1,000	1	\$1,000	2,636.00	1,391	0.008	45,523	\$1,391,000	0.97%		
17	0	H	\$50x20	20	\$1,000	2,477.49	1,480	0.008	48,436	\$1,480,000	1.04%		
18	0	H	\$50Dx2+\$100+\$100D+\$500	5	\$1,000	1,718.22	2,134	0.012	69,840	\$2,134,000	1.50%		
19	0	H	\$100x10	10	\$1,000	2,164.51	1,694	0.009	55,440	\$1,694,000	1.19%		
20	0	H	\$500x2	2	\$1,000	2,714.05	1,351	0.007	44,214	\$1,351,000	0.95%		
21	0	H	\$2,000	1	\$2,000	3,055.57	1,200	0.007	39,273	\$2,400,000	1.68%		
22	0	H	\$100x20	20	\$2,000	4,761.92	770	0.004	25,200	\$1,540,000	1.08%		
23	0	H	\$200x10	10	\$2,000	4,020.48	912	0.005	29,847	\$1,824,000	1.28%		
24	0	H	\$50x20+\$100x2+\$200x4	26	\$2,000	4,774.32	768	0.004	25,134	\$1,536,000	1.08%		
25	0	H	\$500x5	5	\$2,500	5,942.76	617	0.003	20,193	\$1,542,500	1.08%		
26	0	H	\$10,000	1	\$10,000	59,140.00	62	0.000	2,02908	\$620,000	0.43%		
27	0	H	\$50x4+\$100x8+\$500x10+\$2,000x2	24	\$10,000	59,140.00	62	0.000	2,02908	\$620,000	0.43%	HIGH TIER	
28	0	H	\$7,500,000	1	\$7,500,000	1,222,226.67	3 ***	0.000	0.09818	\$22,500,000	15.77%	28.48%	
							2.52	1,455,592	7.94	47,637,383	\$ 142,684,930	100.00%	100.00%
							2.5190						

Note: "D" = DOUBLE in GAME 1 AND GAME 3

Consolidated odds are 1 in:

\$50	5.00	733,169
\$70	8.00	458,459
\$100	17.91	204,681
\$150	185.31	19,787
\$200	300.52	12,201
\$500	246.90	14,851
\$1,000	455.49	8,050
\$2,000	1,004.57	3,650
\$2,500	5,942.76	617
\$10,000	29,570.00	124
\$7,500,000	1,222,226.67	3
		1,455,592

* Each of the following GLEPS will be used in approximately 25% of each pack of 20 tickets.

** Numbers are rounded

*** This number of prizes is guaranteed delivery to the Lottery

NOTE: \$50 and \$70 prizes are GLEPS and programmed as low tier prizes.

No.	04/12/16				
	Game Name	Game No	Inv No.	Vendor	TLC PO #
	High Roller Casino Action	1756	8500637	PBL	362-16-9010 RL015

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
3,666,680	3,666.68	\$138.98	\$509,595.19
Additional Costs: set-up charge for Holographic Foil			
1	1.00	\$5,000.00	\$5,000.00
			<u>\$514,595.19</u>
Delivered	3,666,680		
Ordered	3,600,000		
2% under	3,528,000		
2% over	3,672,000		
Accetable Range	0		
		Total	\$514,595.19

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

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point			
	\$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

Print Quantities	Price Point		
	\$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

Print Quantities	Price Point			
	\$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

Print Quantities	Price Point		
	\$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