

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 10/30/2017

Game #	1825	Confirmed Packs	6,155
Game Name	5X the Cash	Active Packs	3,722
Quantity Printed	30,598,200	Warehouse Packs	14,983
Price Point	\$1	Returned Packs	8
Start Date	1/3/2017	Printed Payout Percentage	60.03%
Top Prize	\$ 5,000	Percent Sold	86.71%
Number of Top Prizes Remaining	11	Number of Weeks Out	43

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 358,611	Actual ticket production costs
Prize payout expense	\$ 15,359,605	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs **\$ 15,718,216**

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 26,531,699	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits **\$ 26,531,699**

Excess of Revenue over Expended **\$ 10,813,483**

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	\$	222,402
Next week	\$	232,169
Next week	\$	232,442
Avg Weekly Sales Current Game	\$	229,004
Avg Weekly Sales \$1; 25M - 24.99M Qty*	\$	665,806
Percentage Of Variance In Sales		66%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1825	Printed Payout Percentage	60.03%
Game Name	5X the Cash	Actual Payout Percentage	57.89%
Percent Sold	86.71%	Number of Weeks Out	43
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run *			33

* 30-34 99M range was used due to the fact that there was no data in the 25-29 99M 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)

Dale Boussock 10/30/17
Instant Product Coordinator Date

[Signature] 11/2/17
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

Contract

**Not Required
>85% Sold**

Executive Date

Play the Games of Texas!

Da Vinci Report **10/30/17**

Week End Date: 10/28/17

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														10/28/17	10/21/17	10/14/17	10/7/17
Baseline	1878	\$1	854,700	CASH ON THE SPOT	9/18/17			6	0.00%	0	0	4,961	41	\$0	\$0	\$0	\$0
	1804	\$1	829,650	LUCKY STARS	9/18/17			6	0.00%	0	0	3,865	6	\$0	\$0	\$0	\$0
	1881	\$1	8,089,500	TEXAS A&M UNIVERSITY	8/21/17			10	38.64%	12,573	6,552	12,238	79	\$285,238.00	\$348,701.00	\$370,283.00	\$464,548.00
	1894	\$1	20,558,550	TEXAS LOTTERY RED	9/5/17			8	19.82%	17,197	9,800	80,430	4	\$593,749.00	\$594,042.00	\$568,445.00	\$600,330.00
	1880	\$1	8,199,750	THE UNIVERSITY OF TEXAS	8/21/17			10	46.56%	13,139	7,290	6,835	44	\$338,327.00	\$380,722.00	\$429,934.00	\$504,206.00
	1857	\$1	30,420,450	WEEKLY HALF GRAND	10/2/17			4	9.48%	16,755	10,720	152,503	3	\$852,069.00	\$891,170.00	\$773,670.00	\$365,646.00
	2003	\$2	7,342,000	VETERANS CASH	10/16/17			2	6.59%	17,533	11,081	24,095	1	\$523,776.00	\$444,516.00	\$0	\$0
	1895	\$3	8,990,500	TEXAS LOTTERY BLUE	9/5/17			8	23.50%	14,567	8,374	30,606	14	\$1,110,492.00	\$1,076,799.00	\$849,912.00	\$829,233.00
	1871	\$5	15,075,300	\$100,000 BING-O RAMA	10/2/17			4	8.97%	19,831	10,077	150,597	7	\$1,780,885.00	\$1,865,410.00	\$1,941,760.00	\$1,175,800.00
	1840	\$5	8,009,700	7	8/7/17			12	59.26%	11,764	6,769	23,141	10	\$1,155,590.00	\$1,272,295.00	\$1,429,625.00	\$1,522,590.00
	1855	\$5	9,912,300	COWBOYS	8/21/17			10	26.10%	13,140	7,812	74,865	11	\$982,885.00	\$1,072,605.00	\$1,243,855.00	\$1,536,015.00
	2000	\$5	8,197,425	DIA DE LOS MUERTOS	9/18/17			6	34.74%	17,573	9,820	41,042	3	\$2,018,965.00	\$2,295,970.00	\$2,546,860.00	\$2,813,735.00
	2004	\$5	8,042,325	DIAMOND MINE 9X	10/16/17			2	20.57%	14,426	8,190	56,051	1	\$4,865,040.00	\$3,405,440.00	\$375.00	\$0
	1856	\$5	5,522,550	HOUSTON TEXANS	8/21/17			10	28.77%	11,482	5,475	33,828	93	\$613,615.00	\$785,955.00	\$1,030,080.00	\$1,392,880.00
	1896	\$5	13,874,625	TEXAS LOTTERY SILVER	9/5/17			8	23.25%	18,628	8,583	112,242	11	\$1,756,520.00	\$1,841,240.00	\$1,930,920.00	\$2,096,850.00
	1885	\$10	26,550,900	MEGA LOTERIA	9/18/17			6	6.83%	23,505	8,515	458,207	14	\$3,619,360.00	\$3,507,880.00	\$3,418,200.00	\$3,331,210.00
	1897	\$10	9,120,050	TEXAS LOTTERY BLACK	9/5/17			8	26.67%	19,722	8,828	101,800	11	\$3,143,500.00	\$3,250,410.00	\$3,215,870.00	\$3,367,510.00
	1852	\$10	8,198,550	WHEEL OF FORTUNE	8/7/17			12	38.19%	16,092	8,346	74,498	10	\$1,828,290.00	\$1,936,730.00	\$1,968,910.00	\$2,074,580.00
	1845	\$20	7,210,600	100 MILLION GOLDEN TREASURES	8/7/17			12	27.31%	17,799	7,475	181,303	9	\$2,439,920.00	\$2,588,860.00	\$2,692,080.00	\$2,818,080.00
	1898	\$20	5,014,925	TEXAS LOTTERY GOLD	9/5/17			8	28.79%	21,971	8,280	108,582	9	\$3,563,400.00	\$3,557,360.00	\$3,530,160.00	\$3,764,120.00
	2002	\$20	5,959,050	ULTIMATE CROSSWORD/BINGO	10/2/17			4	11.04%	31,514	8,364	169,113	27	\$3,213,720.00	\$3,435,400.00	\$3,721,940.00	\$2,789,040.00
	1899	\$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17			2	3.38%	17,936	5,417	149,619	10	\$3,541,400.00	\$2,605,650.00	\$0	\$0
Mature	1825	\$1	30,598,200	5X THE CASH	1/3/17			43	86.71%	6,155	3,722	14,983	8	\$222,402.00	\$232,169.00	\$232,442.00	\$263,565.00
	1626	\$1	1,091,250	DID I WIN?	9/12/14			163	0.00%	0	0	706	65	\$0	\$0	\$0	\$0
	1854	\$1	9,297,150	LUCKY SYMBOLS	7/17/17			15	84.10%	4,643	3,262	0	678	\$206,641.00	\$238,896.00	\$286,619.00	\$371,829.00
	1858	\$2	39,846,125	BREAK THE BANK	5/11/17			24	34.20%	17,167	10,458	177,859	4	\$1,422,308.00	\$1,454,338.00	\$1,443,882.00	\$1,521,852.00
	1861	\$2	34,912,250	INSTANT BINGO	5/11/17			26	35.79%	15,011	9,692	151,606	7	\$1,025,766.00	\$1,014,818.00	\$1,018,706.00	\$1,112,390.00
	1793	\$2	38,037,250	WEEKLY GRAND	9/19/16			58	75.96%	13,683	10,497	45,721	6	\$1,004,264.00	\$978,206.00	\$967,422.00	\$1,006,084.00
	1888	\$3	6,087,875	\$75,000 CASH	6/19/17			19	69.37%	4,949	3,492	3,512	1,803	\$307,323.00	\$380,094.00	\$415,692.00	\$512,895.00
	1839	\$3	8,106,125	BACK TO SCHOOL CROSSWORD	6/28/17			17	80.06%	7,081	4,839	0	98	\$808,866.00	\$910,899.00	\$895,701.00	\$1,068,720.00

Liability for 1825 / for Life to Date

Product Status Active SmartCash Enabled N/A Validation Range 12/09/2016 - 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	733745	\$733,745 00	2938383	\$2,938,383 00	80.02%	24484231
2	2	N/A	\$2 00	107895	\$215,790 00	503885	\$1,007,770 00	82.36%	25201827
3	3	N/A	\$2 00	281615	\$563,230 00	1350301	\$2,700,602 00	82.74%	25317957
4	4	N/A	\$5 00	7779	\$38,895 00	43122	\$215,610 00	84.72%	25921997
5	5	N/A	\$5 00	7579	\$37,895 00	43322	\$216,610 00	85.11%	26042223
6	6	N/A	\$5 00	55393	\$276,965 00	250569	\$1,252,845 00	81.90%	25058537
7	7	N/A	\$5 00	14995	\$74,975 00	87019	\$435,095 00	85.30%	26100581
8	8	N/A	\$10.00	7250	\$72,500 00	43823	\$438,230 00	85.80%	26254673
9	9	N/A	\$10 00	8796	\$87,960 00	42277	\$422,770 00	82.78%	25328453
10	10	N/A	\$10 00	7100	\$71,000 00	43801	\$438,010 00	86.05%	26330165
11	11	N/A	\$20.00	7015	\$140,300 00	43986	\$879,720 00	86.25%	26389530
12	12	N/A	\$20.00	6858	\$137,160 00	44155	\$883,100 00	86.56%	26484690
13	0	N/A	\$40 00	641	\$25,640 00	4194	\$167,760 00	86.74%	26541644
14	0	N/A	\$40.00	5026	\$201,040 00	33298	\$1,331,920 00	86.89%	26585399
15	0	N/A	\$40 00	5042	\$201,680 00	33207	\$1,328,280 00	86.82%	26564731
16	0	N/A	\$100 00	78	\$7,800 00	567	\$56,700 00	87.91%	26897952
17	0	N/A	\$100 00	438	\$43,800 00	2762	\$276,200 00	86.31%	26410071
18	0	N/A	\$100 00	235	\$23,500 00	1050	\$105,000 00	81.71%	25002420
19	0	N/A	\$5,000 00	11	\$55,000 00	53	\$265,000 00	82.81%	25339134
Totals				1257491	\$3,008,875.00	5,509,774	\$15,359,605 00		

30,598,200
127.49
150 00
1,600.00
203,988

MIN	29,400,000
MAX	30,600,000

TEXAS LOTTERY COMMISSION
"5X THE CASH" GAME NUMBER 1825
END OF PRODUCTION PRIZE STRUCTURE
August 16 2016 - VERSION 2

30,598,200

\$1 TICKETS

\$30,598,200 - REVENUE

PRIZE FUND - \$18,368,480

PAYOUT % - 60.0312437%

# WINS	TIER CODE	GET.	WIN.	ODDS OF 1 IN	WINNERS IN 127 49 POOLS	WINNERS IN 150 (PER PACK*)	WINNERS IN 240,000 (PER POOL)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS	
1	L	\$1	\$1	8.33	3,672,128	18.00	28,800	\$ 3,672,128	19.99%		
1	L	\$2	\$2	50.02	611,780	3.00	4,800	\$ 1,223,560	6.66%		
2	L	\$1 x 2	\$2	18.75	1,631,916	8.00	12,800	\$ 3,263,832	17.77%		
1	L	\$5	\$5	601.13	50,901	0.25	400	\$ 254,505	1.39%		
3	L	(\$2 x 2) + \$1	\$5	601.13	50,901	0.25	400	\$ 254,505	1.39%		
1	L	\$1 (5X)	\$5	100.01	305,962	1.50	2,400	\$ 1,529,810	8.33%		
5	L	\$1 x 5	\$5	299.94	102,014	0.50	800	\$ 510,070	2.78%		
1	L	\$10	\$10	599.11	51,073	0.25	400	\$ 510,730	2.78%		
1	L	\$2 (5X)	\$10	599.11	51,073	0.25	400	\$ 510,730	2.78%		
4	L	\$1 (5X) + (\$2 x 2) + \$1	\$10	601.13	50,901	0.25	400	\$ 509,010	2.77%		
1	L	\$20	\$20	599.95	51,001	0.25	400	\$ 1,020,020	5.55%	LOW TIER	
5	L	\$1 (5X) + \$2 (5X) + (\$2 x 2) + \$1	\$20	599.81	51,013	0.25	400	\$ 1,020,260	5.55%	77.74%	
1	M	\$40	\$40	6,328.48	4,835	-	38	\$ 193,400	1.05%		
5	M	(\$2 (5X) x 3) + (\$5 x 2)	\$40	798.41	38,324	-	300	\$ 1,532,960	8.35%		
5	M	\$5 (5X) + \$2 (5X) + (\$2 x 2) + \$1	\$40	799.97	38,249	-	300	\$ 1,529,960	8.33%		
1	M	\$100	\$100	47,439.07	645	-	5	\$ 64,500	0.35%		
5	M	\$10 (5X) + (\$2 (5X) x 3) + \$20	\$100	9,561.94	3,200	-	25	\$ 320,000	1.74%	MID TIER	
1	M	\$20 (5X)	\$100	23,811.83	1,285	-	10	\$ 128,500	0.70%	20.52%	
1	H	\$5,000	\$5,000	478,096.88	64	-	-	\$ 320,000	1.74%	HIGH TIER 1 74%	
				2 Decimals	4.52						
				4 Decimals	4.5215						**
						32.75	53,078	\$ 18,368,480	100.00%	100.00%	**

4ES the prize (5X)

TEXAS LOTTERY COMMISSION
"5X THE CASH" GAME NUMBER 1825
END OF PRODUCTION PRIZE STRUCTURE
August 16, 2016 - VERSION 2

Consolidated odds are 1 in

\$1	8.33	3,672,128
\$2	13.64	2,243,696
\$5	60.02	509,778
\$10	199.93	153,047
\$20	299.94	102,014
\$40	375.86	81,408
\$100	5,964.56	5,130
\$5,000	478,096.88	64
		6,767,265

PRIZE	GET	A	B	C	D
\$1	\$1	18 = \$ 18	20 = \$ 20	18 = \$ 18	16 = \$ 16
\$2	\$2	4 = \$ 8	2 = \$ 4	2 = \$ 4	4 = \$ 8
\$2	\$1 x 2	7 = \$ 14	8 = \$ 16	9 = \$ 18	8 = \$ 16
\$5	\$5	0 = \$ 0	0 = \$ 0	0 = \$ 0	1 = \$ 5
\$5	(\$2 x 2) + \$1	0 = \$ 0	0 = \$ 0	0 = \$ 0	1 = \$ 5
\$5	\$1 (5X)	1 = \$ 5	2 = \$ 10	1 = \$ 5	2 = \$ 10
\$5	\$1 x 5	1 = \$ 5	0 = \$ 0	1 = \$ 5	0 = \$ 0
\$10	\$10	0 = \$ 0	1 = \$ 10	0 = \$ 0	0 = \$ 0
\$10	\$2 (5X)	0 = \$ 0	1 = \$ 10	0 = \$ 0	0 = \$ 0
\$10	\$1 (5X) + (\$2 x 2) + \$1	0 = \$ 0	0 = \$ 0	0 = \$ 0	1 = \$ 10
\$20	\$20	1 = \$ 20	0 = \$ 0	0 = \$ 0	0 = \$ 0
\$20	\$1 (5X) + \$2 (5X) + (\$2 x 2) + \$	0 = \$ 0	0 = \$ 0	1 = \$ 20	0 = \$ 0
		32 \$70	34 \$70	32 \$70	33 \$70

* Each of the four GLEPS types will be used in approximately 25% of the packs in the game.

** Numbers are rounded.

Note: There will be no more than 35 winners per pack

No.

12/22/16

Game Name	Game No	Inv No.	Vendor	TLC PO #
5X The Cash	1825	90091975	IGT	362-17-9009 RL006

Description/Tickets Delivered Qty
30,598,200

Units per 1000
30,598.20

Unit Price
\$11.72

Amount
\$358,610 90
<u>\$358,610 90</u>

Delivered	30,598,200
Ordered	30,000,000

2% under	29,400,000
2% over	30,600,000

Accetable Range	0
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Sub Total	<u>\$358,610 90</u>
Total	\$358,610 90

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