

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

3/26/2018

Game #	1832	Confirmed Packs	2,543
Game Name	\$7,500,000 Ultimate Cash	Active Packs	1,017
Quantity Printed	3,668,520	Warehouse Packs	51,897
Price Point	\$50	Returned Packs	23
Start Date	10/17/2016	Printed Payout Percentage	77.80%
Top Prize	\$ 7,500,000	Percent Sold	69.32%
Number of Top Prizes Remaining	1	Number of Weeks Out	75

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 423,567	Actual ticket production costs
Prize payout expense	\$ 97,593,940	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 98,017,507

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 127,150,903	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u>\$ 127,150,903</u>	

Excess of Revenue over Expended \$ 29,133,396

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	\$	481,550	
Next week	\$	541,800	
Next week	\$	513,000	
Avg Weekly Sales Current Game	\$	512,117	
Avg Weekly Sales \$20; 5 M Qty*	\$	2,329,740	*
Percentage Of Variance In Sales		78%	

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1832	Printed Payout Percentage	77.80%
Game Name	\$7,500,000 Ultimate Cash	Actual Payout Percentage	76.75%
Percent Sold	69.32%	Number of Weeks Out	75
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			43*

* no data at the \$50 / 3 or 4 M qty so the \$20 5M Qty was used. Only one game at this level for data collection.

Recommendation

☒ Based on the findings in this Summary Report, I am recommending closing the above game.

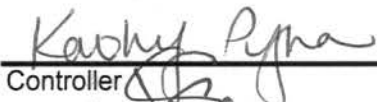
☐ I am recommending closing the above game based on the below business reason(s):

 3/26/18
Instant Product Coordinator Date

 3/28/18
Products Manager Date

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

 4-2-18
Lottery Operations Division Director Date

 4/3/2018
Controller Date

 4-3-18
Executive Director Date



Play the Games of Texas!

Da Vinci Report

Week End Date: 3/24/18

3/26/18

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales		
														3/24/18	3/17/18	3/10/18
Mature	1879	\$2	7,080,625	MONEY TIME	12/18/17			14	81.38%	6,208	3,237	0	293	\$300,674.00	\$363,222.00	\$454,356.00
	2003	\$2	7,342,000	VETERANS CASH	10/16/17			23	78.44%	6,371	3,111	1,715	159	\$207,272.00	\$216,502.00	\$219,202.00
	1806	\$3	41,524,725	TEXAS LOTERIA	3/14/17			54	59.96%	22,560	10,970	182,874	4	\$1,561,380.00	\$1,584,366.00	\$1,642,275.00
	1871	\$5	15,075,300	\$100,000 BING-O-RAMA	10/21/17			25	48.28%	14,140	7,737	79,507	2	\$1,227,560.00	\$1,283,290.00	\$1,368,865.00
	2010	\$5	7,326,675	\$500 FRENZY	12/4/17			16	84.79%	8,392	4,602	268	212	\$886,995.00	\$1,039,450.00	\$1,138,250.00
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16			105	63.97%	4,926	2,674	112,501	4	\$598,625.00	\$584,680.00	\$626,595.00
	1862	\$5	18,021,075	BONUS BREAK THE BANK	11/29/17			16	35.99%	17,863	8,440	123,853	2	\$1,954,055.00	\$2,070,890.00	\$2,204,575.00
	1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17			38	51.09%	13,045	6,438	123,921	17	\$1,500,135.00	\$1,504,475.00	\$1,532,110.00
	2013	\$5	21,411,450	LUCKY 75	12/18/17			14	42.96%	21,601	7,225	129,189	2	\$2,536,695.00	\$2,597,885.00	\$2,800,000.00
	1891	\$5	8,444,025	STRIKE IT RICH	11/15/17			18	46.30%	6,073	2,966	48,340	1,441	\$377,055.00	\$416,940.00	\$483,520.00
	1877	\$5	40,544,550	SUPER LOTERIA	12/11/17			15	19.89%	27,563	9,679	389,378	1	\$3,646,645.00	\$3,601,390.00	\$3,644,945.00
	1896	\$5	13,874,625	TEXAS LOTTERY SILVER	9/5/17			29	57.40%	5,898	3,268	68,447	1	\$520,060.00	\$642,135.00	\$667,805.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			86	63.30%	9,879	3,822	193,453	14	\$1,438,070.00	\$1,570,800.00	\$1,650,950.00
	1830	\$10	10,279,550	50X SUPER TICKET	6/5/17			42	84.41%	8,387	2,728	18,235	267	\$663,730.00	\$847,320.00	\$1,057,380.00
	1860	\$10	13,338,450	BIG PLAY CASHWORD	7/17/17			36	52.43%	14,243	6,538	103,116	5	\$1,873,660.00	\$1,892,690.00	\$1,943,710.00
	1885	\$10	26,550,900	MEGA LOTERIA	9/18/17			27	40.41%	26,481	8,809	274,693	0	\$4,804,520.00	\$4,982,710.00	\$5,064,230.00
	1897	\$10	9,120,050	TEXAS LOTTERY BLACK	9/5/17			29	79.37%	11,138	4,830	19,254	3	\$1,610,720.00	\$1,946,710.00	\$2,006,220.00
	1852	\$10	8,198,550	WHEEL OF FORTUNE	8/7/17			33	68.80%	7,575	4,745	36,830	1	\$794,270.00	\$910,990.00	\$937,810.00
	1845	\$20	7,210,600	100 MILLION GOLDEN TREASURES	8/7/17			33	53.36%	10,948	4,354	116,808	41	\$1,145,460.00	\$1,365,880.00	\$1,363,160.00
	1671	\$20	34,144,850	\$500,000,000 CASH	5/18/15			149	36.16%	6,335	2,220	861,176	65	\$937,320.00	\$1,052,000.00	\$1,048,100.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			45	20.21%	19,563	6,505	1,078,291	20	\$2,264,380.00	\$2,569,220.00	\$2,650,280.00
	2014	\$20	9,178,150	MEGA 75	12/4/17			16	40.31%	26,263	6,768	180,136	1	\$3,850,120.00	\$4,254,820.00	\$4,350,640.00
	1853	\$20	7,203,050	MONEY	3/8/17			54	89.98%	8,100	2,997	15,809	12	\$1,048,280.00	\$1,170,800.00	\$1,206,500.00
	1898	\$20	5,014,925	TEXAS LOTTERY GOLD	9/5/17			29	79.81%	13,697	4,875	19,332	5	\$1,527,720.00	\$1,736,120.00	\$1,843,600.00
	2002	\$20	5,959,050	ULTIMATE CROSSWORD/BINGO	10/21/17			25	50.89%	15,734	4,680	93,615	32	\$1,778,600.00	\$1,892,340.00	\$2,053,960.00
	1832	\$50	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16			75	69.32%	2,543	1,017	51,897	23	\$481,550.00	\$541,800.00	\$513,000.00
	1899	\$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17			23	42.20%	13,601	3,959	85,272	36	\$2,251,150.00	\$2,405,050.00	\$2,598,050.00
	1870	\$50	3,579,720	ULTIMATE MILLIONS	4/17/17			49	82.40%	8,082	2,551	19,126	22	\$1,404,650.00	\$1,580,950.00	\$1,733,250.00
	2019	\$1	9,298,950	FAST \$50S	12/4/17			16	90.97%	2,617	1,535	0	672	\$104,843.00	\$138,425.00	\$177,993.00
	2005	\$1	9,084,450	REINDEER RICHES	11/6/17		3/11/18	20	95.62%	79	26	0	2,152	-\$5,468.00	\$1,241.00	\$13,918.00
	1881	\$1	8,089,500	TEXAS A&M UNIVERSITY	8/21/17		3/11/18	31	87.18%	296	283	588	4,005	\$25,315.00	\$68,073.00	\$102,544.00
	1880	\$1	8,199,750	THE UNIVERSITY OF TEXAS	8/21/17		3/11/18	31	92.48%	177	132	0	2,596	-\$1,214.00	\$13,152.00	\$42,327.00

Liability for 1832 / for Life to DateProduct Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 09/27/2016 - 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	\$50.00	230133	\$11,506,650.00	503607	\$25,180,350.00	68.64%	2517911
2	2	N/A	\$70.00	143178	\$10,022,460.00	315347	\$22,074,290.00	68.77%	2522996
3	0	N/A	\$100.00	18317	\$1,831,700.00	39656	\$3,965,600.00	68.40%	2509423
4	0	N/A	\$100.00	22867	\$2,286,700.00	50410	\$5,041,000.00	68.79%	2523712
5	0	N/A	\$100.00	22931	\$2,293,100.00	50485	\$5,048,500.00	68.77%	2522682
6	0	N/A	\$150.00	5249	\$787,350.00	11628	\$1,744,200.00	68.90%	2527555
7	0	N/A	\$150.00	947	\$142,050.00	2106	\$315,900.00	68.98%	2530593
8	0	N/A	\$200.00	963	\$192,600.00	2107	\$421,400.00	68.63%	2517775
9	0	N/A	\$200.00	942	\$188,400.00	2120	\$424,000.00	69.24%	2539928
10	0	N/A	\$200.00	951	\$190,200.00	2098	\$419,600.00	68.81%	2524288
11	0	N/A	\$200.00	943	\$188,600.00	2133	\$426,600.00	69.34%	2543872
12	0	N/A	\$500.00	718	\$359,000.00	1566	\$783,000.00	68.56%	2515281
13	0	N/A	\$500.00	1318	\$659,000.00	2971	\$1,485,500.00	69.27%	2541192
14	0	N/A	\$500.00	1282	\$641,000.00	2873	\$1,436,500.00	69.15%	2536620
15	0	N/A	\$500.00	1264	\$632,000.00	2875	\$1,437,500.00	69.46%	2548198
16	0	N/A	\$1,000.00	443	\$443,000.00	930	\$930,000.00	67.73%	2484867
17	0	N/A	\$1,000.00	454	\$454,000.00	1016	\$1,016,000.00	69.12%	2535521
18	0	N/A	\$1,000.00	688	\$688,000.00	1448	\$1,448,000.00	67.79%	2486899
19	0	N/A	\$1,000.00	527	\$527,000.00	1153	\$1,153,000.00	68.63%	2517740
20	0	N/A	\$1,000.00	437	\$437,000.00	915	\$915,000.00	67.68%	2482763
21	0	N/A	\$2,000.00	371	\$742,000.00	823	\$1,646,000.00	68.93%	2528636
22	0	N/A	\$2,000.00	242	\$484,000.00	530	\$1,060,000.00	68.65%	2518543
23	0	N/A	\$2,000.00	286	\$572,000.00	625	\$1,250,000.00	68.61%	2516822
24	0	N/A	\$2,000.00	226	\$452,000.00	536	\$1,072,000.00	70.34%	2580481
25	0	N/A	\$2,500.00	201	\$502,500.00	420	\$1,050,000.00	67.63%	2481124
26	0	N/A	\$10,000.00	20	\$200,000.00	41	\$410,000.00	67.21%	2465726
27	0	N/A	\$10,000.00	19	\$190,000.00	44	\$440,000.00	69.84%	2562140
28	0	N/A	\$7,500,000.00	1	\$7,500,000.00	2	\$15,000,000.00	66.67%	2445679
Totals:				455918	\$45,112,310.00	1,000,465	\$97,593,940.00		

NO. OF TICKETS: 3,668,520
NO. POOLS: 30.57
PACK SIZE: 20
PACKS/POOL: 6,000
PACKS/GAME: 183,426

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

TEXAS LOTTERY COMMISSION
"\$7,500,000 ULTIMATE CASH" - GAME NO. 1832
END OF PRODUCTION PRIZE STRUCTURE
23-Sep-16

VERSION A

3,668,520

\$50 TICKETS

\$183,426,000

REVENUE

PRIZE FUND

\$142,706,250

PAYOUT %

77.80%

PRIZE LEVEL	PRIZE CODE	TIER CODE	GET.	# OF WAYS TO WIN	WIN.	ODDS OF 1 IN	WINNERS IN POOLS	WINNERS IN (PER PACK*)	WINNERS IN (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	2	G	\$50	1	\$70	5.00	733,740	4,000	24,000,000	\$32,096,750	22.69%	LOW TIER 48.20%
2	2	G	\$100	1	\$100	63.28	57,973	0.317	1,900,000	\$5,797,300	4.06%	
3	0	M	\$50x2	2	\$100	50.06	73,277	0.400	2,400,000	\$7,327,700	5.13%	
4	0	M	\$50x2	1	\$100	49.97	73,416	0.400	2,400,000	\$7,341,600	5.14%	
5	0	M	\$50x3	3	\$150	217.37	16,877	0.092	550,000	\$2,531,550	1.77%	
6	0	M	\$50x3	3	\$150	1,201.61	3,053	0.017	100,000	\$457,950	0.32%	
7	0	M	\$50x2x+\$50	1	\$200	1,194.96	3,070	0.017	100,000	\$614,000	0.43%	
8	0	M	\$50x2x+\$50	2	\$200	1,198.08	3,062	0.017	100,000	\$612,400	0.43%	
9	0	M	\$50x2x+\$50	1	\$200	1,203.19	3,049	0.017	100,000	\$609,800	0.43%	
10	0	M	\$50x2x+\$50	3	\$200	1,192.63	3,076	0.017	100,000	\$615,200	0.43%	
11	0	M	\$50x2x+\$50	1	\$200	1,606.18	2,284	0.013	75,000	\$1,142,000	0.80%	
12	0	M	\$50x2x+\$50	8	\$500	855.33	4,289	0.023	140,000	\$2,144,500	1.50%	
13	0	M	\$50x2x+\$50	4	\$500	882.92	4,155	0.023	135,000	\$2,077,500	1.46%	
14	0	M	\$50x2x+\$50	1	\$500	886.33	4,139	0.023	135,000	\$2,069,500	1.45%	
15	0	M	\$50x2x+\$50	4	\$500	2,671.90	1,373	0.008	45,000	\$1,470,000	1.03%	
16	0	H	\$50x20	20	\$1,000	2,495.59	1,470	0.008	48,000	\$1,470,000	1.03%	
17	0	H	\$50x20	5	\$1,000	2,171.47	1,680	0.012	70,000	\$2,136,000	1.50%	
18	0	H	\$50x20	10	\$1,000	2,183.64	1,680	0.009	55,000	\$1,680,000	1.18%	
19	0	H	\$50x20	2	\$1,000	3,072.46	1,352	0.007	44,000	\$1,352,000	0.95%	
20	0	H	\$50x20	1	\$2,000	4,751.97	772	0.004	25,000	\$1,544,000	1.08%	
21	0	H	\$50x20	20	\$2,000	4,026.92	911	0.005	30,000	\$1,822,000	1.28%	
22	0	H	\$50x20	1	\$2,000	4,814.33	762	0.004	25,000	\$1,524,000	1.07%	
23	0	H	\$50x20	34	\$2,000	5,907.44	621	0.003	20,000	\$1,552,500	1.09%	
24	0	H	\$50x20	1	\$2,500	60,139.67	61	0.000	2,000,000	\$610,000	0.43%	
25	0	H	\$50x20	34	\$10,000	58,230.48	63	0.000	2,000,000	\$610,000	0.44%	
26	0	H	\$50x20	1	\$10,000	1,222,840.00	3	0.000	0.10000	\$22,500,000	15.77%	
27	0	H	\$50x20	34	\$10,000	2.52	1,456,383	7.94	47,640,100	\$ 142,706,250	100.00%	
28	0	H	\$50x20	1	\$7,500,000	2.5189	3	0.000	0.10000	\$ 142,706,250	100.00%	

Note:
"2X" = win DOUBLE the prize by revealing a "2X" Play Symbol.
"5X" = win 5 TIMES the prize by revealing a "5X" Play Symbol.
"10X" = win 10 TIMES the prize by revealing a "10X" Play Symbol.

Consolidated odds are 1 in: \$50

\$70	5.00	733,740
\$100	8.00	458,525
\$150	17.92	204,666
\$200	184.07	19,930
\$500	299.30	12,257
\$1,000	246.76	14,867
\$2,000	457.94	8,011
\$2,500	1,008.11	3,639
\$10,000	5,907.44	621
\$7,500,000	29,584.84	124
	1,222,840.00	3
		1,456,383

* 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.

10/04/16

Game Name
Ultimate Cash

Game No
1832

Inv No.
8502204

Vendor
PBL

TLC PO #
362-16-9010 RL004 RV1

Description/Tickets Delivered Qty

Units per 1000

Unit Price

Amount

\$423,567.32

\$423,567.32

Delivered
Ordered

3,668,520
3,600,000

2% under
2% over

3,528,000
3,672,000

Acceptable
Range

0

Total

\$423,567.32

Instant Ticket Game Analysis
2/28/16-2/24/18

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point				Print Quantities	Price Point		
	\$1	\$2	\$3	\$5		\$10	\$20	\$50
< 5M	None	Week 12*	None	None	2M	None	None	None
5M-9.99M	Week 16	Week 19	Week 17	Week 18	3M	None	None	None
10M-14.99M	Week 19	None	None	None	4M	None	None	None
15M-19.99M	None	None	None	Week 52*	5M	Week 19	Week 43*	None
20M-24.99M	None	Week 34*	Week 38*	Week 59*	6M	Week 15	None	None
25M-29.99M	None	Week 39*	None	None	7M	None	Week 49*	None
30M-34.99M	Week 41*	None	None	Week 39*	8M	None	Week 35*	None
>35M	None	Week 61	Week 50	Week 52*	>9M	Week 31	Week 41*	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point				Print Quantities	Price Point		
	\$1	\$2	\$3	\$5		\$10	\$20	\$50
< 5M	None	\$714,918	None	None	2M	None	None	None
5M-9.99M	\$512,110	\$743,055	\$1,109,054	\$1,865,496	3M	None	None	None
10M-14.99M	\$511,766	None	None	None	4M	None	None	None
15M-19.99M	None	None	None	\$1,508,375	5M	\$2,537,188	\$2,329,740	None
20M-24.99M	None	\$1,078,385	\$1,398,153	\$1,450,990	6M	\$3,483,559	None	None
25M-29.99M	None	\$1,309,641	None	None	7M	None	\$2,502,908	None
30M-34.99M	\$636,048	None	None	\$3,329,657	8M	None	\$3,985,513	None
>35M	None	\$1,023,347	\$1,825,122	\$3,361,809	>9M	\$3,614,099	\$3,781,160	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