

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 7/30/2018

Game #	1845	Confirmed Packs	6,009
Game Name	\$100M Golden Treasures	Active Packs	2,756
Quantity Printed	7,210,600	Warehouse Packs	94,290
Price Point	\$20	Returned Packs	28
Start Date	8/7/2017	Printed Payout Percentage	74.94%
Top Prize	\$ 1,000,000	Percent Sold	63.65%
Number of Top Prizes Remaining	1	Number of Weeks Out	51

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 769,938	Actual ticket production costs
Prize payout expense	\$ 69,088,645	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 69,858,583	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 91,790,938	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 91,790,938	

Excess of Revenue over Expended \$ 21,932,355

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	\$	644,020
Next week	\$	682,880
Next week	\$	800,300
Avg Weekly Sales Current Game	\$	709,067
Avg Weekly Sales \$20; 7M Qty*	\$	2,502,908
Percentage Of Variance In Sales		72%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1845	Printed Payout Percentage	74.94%
Game Name	\$100M Golden Treasures	Actual Payout Percentage	75.27%
Percent Sold	63.65%	Number of Weeks Out	51
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			49

*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):

Dan Boussek 7/30/18
Instant Product Coordinator Date

[Signature] 8/6/18
Products Manager Date

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

[Signature] 8-6-18
Lottery Operations Division Director Date

Kathy Lynn 8/7/18
Controller Date

[Signature] 8/8/18
Executive Director Date



Da Vinci Report
Week End Date: 7/28/18

7/30/18

Product Line	Game	Mature	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														7/28/18	7/14/18	7/1/18	7/17/18
	1806	\$3	41,524,725	TEXAS LOTERIA	3/14/17			72	80.71%	20,667	10,353	71,377	14	\$1,292,004.00	\$1,252,623.00	\$1,317,258.00	\$1,337,928.00
	2016	\$3	16,392,375	WLD 7'S	1/2/18			30	82.37%	6,197	4,388	10,536	27	\$587,412.00	\$614,979.00	\$677,331.00	\$738,999.00
	1871	\$5	15,075,300	\$100,000 BING-O-RAMA	10/2/17			43	73.77%	12,064	6,766	31,656	9	\$898,645.00	\$890,940.00	\$948,095.00	\$986,470.00
	2045	\$5	11,005,125	20X THE CASH	4/16/18			15	81.04%	17,770	8,480	36	19	\$1,958,470.00	\$2,112,630.00	\$2,327,680.00	\$2,359,910.00
	1862	\$5	18,021,075	BONUS BREAK THE BANK	11/29/17			34	70.91%	14,890	8,080	44,081	2	\$1,511,550.00	\$1,490,110.00	\$1,616,655.00	\$1,632,655.00
	2038	\$5	7,339,500	CINCO	4/2/18			17	54.17%	7,561	3,721	30,142	653	\$428,180.00	\$470,490.00	\$501,375.00	\$573,160.00
	1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17			56	73.16%	11,666	6,250	59,837	15	\$1,213,545.00	\$1,179,535.00	\$1,281,470.00	\$1,344,715.00
	2033	\$5	7,331,100	HIGH ROLLER	3/5/18			21	68.30%	4,878	2,633	20,231	1,294	\$353,330.00	\$356,700.00	\$398,485.00	\$471,195.00
	2013	\$5	21,411,450	LUCKY 7S	12/18/17			32	72.58%	10,127	4,664	61,058	37	\$1,093,525.00	\$1,123,540.00	\$1,319,905.00	\$1,327,615.00
	2036	\$5	8,435,400	POWER 5'S	3/19/18			19	82.12%	6,820	3,830	7,276	28	\$628,625.00	\$667,115.00	\$788,300.00	\$895,545.00
	1877	\$5	40,544,550	SUPER LOTERIA	12/11/17			33	52.28%	24,923	10,350	217,590	4	\$3,264,595.00	\$3,271,705.00	\$3,365,535.00	\$3,454,685.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			104	71.97%	10,006	4,406	143,028	24	\$1,249,480.00	\$1,295,730.00	\$1,634,480.00	\$1,562,230.00
	1860	\$10	13,338,450	BIG PLAY CASHWORD	7/17/17			54	74.33%	12,263	6,050	47,582	8	\$1,439,840.00	\$1,424,800.00	\$1,532,860.00	\$1,563,810.00
	1885	\$10	26,550,900	MEGA LOTERIA	9/18/17			45	72.44%	26,314	9,354	105,430	8	\$4,180,750.00	\$4,229,210.00	\$4,780,120.00	\$4,769,220.00
	2018	\$10	14,595,550	SUPER 7S	1/2/18			30	68.25%	12,403	5,172	72,591	15	\$1,826,330.00	\$1,882,840.00	\$2,252,370.00	\$2,360,590.00
	2026	\$10	7,335,800	SUPER HIT SUPER TICKET	3/5/18			21	51.95%	11,585	3,983	50,902	385	\$746,090.00	\$848,260.00	\$1,015,740.00	\$1,152,310.00
	2021	\$20	9,179,100	\$1,000,000 BIG MONEY	1/2/18			30	37.99%	10,777	4,871	209,506	34	\$1,010,320.00	\$1,080,400.00	\$1,209,500.00	\$1,224,080.00
	1845	\$20	7,210,600	100 MILLION GOLDEN TREASURES	8/7/17			51	63.65%	6,009	2,756	94,290	28	\$644,020.00	\$682,880.00	\$800,300.00	\$797,900.00
	1884	\$20	7,155,300	\$100 MILLION TEXAS RICHES	2/5/18			25	55.06%	14,420	5,404	105,332	61	\$1,733,160.00	\$1,936,620.00	\$2,346,800.00	\$2,261,040.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			167	38.95%	8,272	2,909	820,189	32	\$1,030,140.00	\$1,068,880.00	\$1,382,340.00	\$1,287,200.00
	2047	\$20	9,177,950	100X THE CASH	4/2/18			17	41.71%	26,708	7,931	175,638	13	\$3,191,340.00	\$3,485,360.00	\$4,122,060.00	\$4,179,380.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			63	24.97%	12,981	5,237	1,020,380	24	\$1,636,940.00	\$1,657,920.00	\$1,940,580.00	\$1,877,440.00
	2014	\$20	9,178,150	MEGA 7S	12/4/17			34	69.29%	15,102	4,788	89,913	17	\$2,058,560.00	\$2,211,840.00	\$2,766,640.00	\$2,757,780.00
	2002	\$20	5,959,050	ULTIMATE CROSSWORD/BINGO	10/2/17			43	78.04%	10,333	3,786	39,577	24	\$1,362,320.00	\$1,399,080.00	\$1,505,840.00	\$1,615,720.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			19	9.72%	20,194	7,939	1,188,745	33	\$3,786,270.00	\$3,699,000.00	\$4,253,550.00	\$4,165,020.00
	1899	\$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17			41	60.92%	7,005	2,549	59,479	53	\$1,415,150.00	\$1,427,150.00	\$1,519,400.00	\$1,658,750.00
	2030	\$50	3,670,680	ULTIMATE 7S	2/19/18			23	48.79%	12,561	4,235	74,382	51	\$2,650,450.00	\$2,597,000.00	\$2,929,750.00	\$3,074,600.00
Sold/Closing	1626	\$1	1,091,250	DID I WIN?	9/12/14	7/23/18	9/6/18	202	0.00%	0	0	446	65	\$0	\$0	\$0	\$0
	1622	\$1	11,141,400	PICK 3	2/5/18	8/12/18	9/26/18	25	81.49%	2,355	2,233	3,937	1,410	\$108,436.00	\$132,527.00	\$145,311.00	\$158,304.00
	1857	\$1	30,420,450	WEEKLY HALF GRAND	10/2/17	7/25/18	9/8/18	43	87.11%	10,245	5,183	7,225	75	\$314,720.00	\$361,002.00	\$362,617.00	\$391,761.00
	2024	\$1	9,211,950	WILD 9'S	3/5/18	7/8/18	8/22/18	21	94.88%	68	40	0	2,318	\$7,297.00	\$13,309.00	\$27,256.00	\$38,975.00
	1874	\$2	7,249,875	BIG MONEY	1/15/18	8/12/18	9/26/18	28	89.72%	1,374	637	0	1,770	\$58,934.00	\$60,600.00	\$66,760.00	\$89,270.00

Liability for 1845 / for Life to Date

Product Status: Active
 SmartCash Enabled: N/A
 Validation Range: 07/18/2017 - 12/31/2037

Outstanding Prizes

Tier Ref SmartCash	Tier Value	Count	Amount	Paid Tickets	Amount Paid	% paid	Est. Tickets Sold
1	\$20.00	28658	\$5,733,160.00	482441	\$9,648,820.00	62.73%	4523070
2	\$25.00	178989	\$4,474,725.00	301875	\$7,546,875.00	62.78%	4526643
3	\$50.00	124306	\$6,215,300.00	212144	\$10,607,200.00	63.05%	4546546
4	\$50.00	140195	\$7,009,750.00	244349	\$12,217,450.00	63.54%	4581797
5	\$100.00	44116	\$4,411,600.00	76045	\$7,604,500.00	63.29%	4563294
6	\$100.00	26447	\$2,644,700.00	45719	\$4,571,900.00	63.35%	4568098
7	\$100.00	11209	\$1,120,900.00	18818	\$1,881,800.00	62.67%	4518902
8	\$150.00	5536	\$830,400.00	9488	\$1,423,200.00	63.15%	4553658
9	\$150.00	8801	\$1,320,150.00	15232	\$2,284,800.00	63.38%	4570043
10	\$200.00	3294	\$658,800.00	5710	\$1,142,000.00	63.42%	4572692
11	\$200.00	9778	\$1,955,600.00	16680	\$3,336,000.00	63.04%	4545801
12	\$200.00	4376	\$875,200.00	7653	\$1,530,600.00	63.62%	4587473
13	\$500.00	39	\$19,500.00	65	\$32,500.00	62.50%	450624
14	\$500.00	146	\$73,000.00	251	\$125,500.00	63.22%	4558842
15	\$500.00	88	\$44,000.00	147	\$73,500.00	62.55%	4510460
16	\$500.00	143	\$71,500.00	254	\$127,000.00	63.98%	4613330
17	\$1,000.00	3	\$3,000.00	6	\$6,000.00	66.67%	4807066
18	\$1,000.00	27	\$27,000.00	54	\$54,000.00	66.67%	4807066
19	\$1,000.00	18	\$18,000.00	20	\$20,000.00	52.63%	3795052
20	\$1,000.00	18	\$18,000.00	25	\$25,000.00	58.14%	4192209
21	\$10,000.00	4	\$40,000.00	6	\$60,000.00	60.00%	4326360
22	\$10,000.00	13	\$130,000.00	24	\$240,000.00	64.86%	4677145
23	\$10,000.00	7	\$70,000.00	13	\$130,000.00	65.00%	4688889
24	\$25,000.00	9	\$225,000.00	16	\$400,000.00	64.00%	4614783
25	\$1,000,000.00	1	\$1,000,000.00	4	\$4,000,000.00	80.00%	5768479
Totals:							
		844221	\$38,989,285.00	1,437,039	\$69,088,645.00		

NO. OF TICKETS: 7,210,600
 NO. POOLS: 60.09
 PACK SIZE: 25
 PACKS/POOL: 4,800
 PACKS/GAME: 288,424

TEXAS LOTTERY COMMISSION
 "\$100 MILLION GOLDEN TREASURES" - GAME NO. 1845
 END OF PRODUCTION PRIZE STRUCTURE
 11-Jul-17

Minimum: 6,938,400
 Maximum: 7,221,600

VERSION A

PAYOUT % 74.94%

7,210,600

\$108,077,930

\$144,212,000

\$20 TICKETS

REVENUE

PRIZE FUND

WINNERS IN 120,000 (Per Pool)

PRIZE COST

PERCENT OF PRIZE FUND**

PRIZE LEVEL	PRIZE CODE	TIER	GET.	#OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 60.09 POOLS	WINNERS IN 25 (PER PACK*)	WINNERS IN 120,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	1	L	\$20	1	\$20	9.38	769,099	2,667	12,800,000	\$15,381,980	14.23%	
2	2	G	\$25	1	\$25	15.00	480,864	1,667	8,000,000	\$12,021,600	11.12%	LOW TIER
3	3	G	\$50	1	\$50	21.43	336,450	1,167	5,600,000	\$16,822,500	15.57%	
4	4	G	\$25 "D"	1	\$50	18.75	384,544	1,333	6,400,000	\$19,227,200	17.79%	58.71%
5	0	M	\$50 "D"	1	\$100	60.01	120,161	0.417	2,000,000	\$12,016,100	11.12%	
6	0	M	\$20 x 5	5	\$100	99.92	72,166	0.250	1,200,000	\$7,216,600	6.68%	
7	0	M	\$100	1	\$100	240.14	30,027	0.104	500,000	\$3,002,700	2.78%	
8	0	M	\$100 + \$50	2	\$150	479.94	15,024	0.052	250,000	\$2,253,600	2.09%	
9	0	M	\$25 "D" + \$25 x 4	5	\$150	300.03	24,033	0.083	400,000	\$3,604,950	3.34%	
10	0	M	\$20 x 10	10	\$200	800.82	9,004	0.031	150,000	\$1,800,800	1.67%	
11	0	M	\$20 "10X"	1	\$200	272.53	26,458	0.092	440,000	\$5,291,600	4.90%	
12	0	M	\$25 "D" + \$50 + \$100	3	\$200	599.43	12,029	0.042	200,000	\$2,405,800	2.23%	
13	0	M	\$500	1	\$500	69,332.69	104	0.000	1,730.8	\$52,000	0.05%	
14	0	M	\$50 "10X"	1	\$500	18,162.72	397	0.001	6,606.9	\$198,500	0.18%	
15	0	M	\$20 x 20 + \$25 x 2 + \$50	23	\$500	30,683.40	235	0.001	3,910.9	\$117,500	0.11%	MID TIER
16	0	M	\$20 "10X" + \$100 "D" + \$50 x 2	4	\$500	18,162.72	397	0.001	6,606.9	\$198,500	0.18%	35.31%
17	0	H	\$1,000	1	\$1,000	801,177.78	9	0.000	0.1498	\$9,000	0.01%	
18	0	H	\$100 "10X"	1	\$1,000	89,019.75	81	0.000	1,348.0	\$81,000	0.07%	
19	0	H	\$25 x 20 + \$100 + \$200 x 2	23	\$1,000	189,752.63	38	0.000	0.6324	\$38,000	0.04%	
20	0	H	\$500 "D"	1	\$1,000	167,688.37	43	0.000	0.7156	\$43,000	0.04%	
21	0	H	\$10,000	1	\$10,000	721,060.00	10	0.000	0.1664	\$100,000	0.09%	
22	0	H	\$500 "10X" + \$1,000 x 5	6	\$10,000	194,881.08	37	0.000	0.6158	\$370,000	0.34%	
23	0	H	\$500 x 20	20	\$10,000	360,530.00	20	0.000	0.3328	\$200,000	0.19%	
24	0	H	\$25,000	1	\$25,000	288,424.00	25	0.000	0.4161	\$625,000	0.58%	HIGH TIER
25	0	H	\$1,000,000	1	\$1,000,000	1,442,120.00	5	0.000	0.0832	\$5,000,000	4.63%	100.00%
							2,281,260	7.625	37,963,316	\$ 108,077,930	100.00%	****
							3.1608					

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

* Each of the following GLEPS will be used in approximately 16.67% of each pack of 25 tickets.

** Numbers are rounded.

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

**** Low Tier = \$20, G-Tier = \$25-\$50, Mid-Tier = \$100 - \$599, High Tier = \$600+ (Used for Validation P

Consolidated odds are 1 in:

\$20	9.38	769,099
\$25	15.00	480,864
\$50	10.00	720,994
\$100	32.43	222,354
\$150	184.62	39,057
\$200	151.83	47,491
\$500	6,364.17	1,133
\$1,000	42,167.25	171
\$10,000	107,620.90	67
\$25,000	288,424.00	25
\$1,000,000	1,442,120.00	5
		2,281,260

No.

07/28/17

Game Name
\$100 Million Golden
Treasures

Game No
184

Inv No.
8504941

Vendor
PBL

TLC PO #
362-17-9010 RL018

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
	7,210,600	\$105.08	\$757,689.85
			\$757,689.85
Delivered	7,210,600		
Ordered	7,080,000		
2% under	6,938,400		
2% over	7,221,600		
Acceptable Range	0		
			\$5,000.00
			\$28,442.52
			\$3,400.00
			\$17,794.00
			\$769,938.37

Lump Sum-Scratch FX Silver Foil
Lump Sum-4X4 on Holographic Foil
Less Sanction
Less Sanction
Total

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

Average Number of Weeks for 85% Average Sell Through

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

Average Weekly Dollar Sales at 85% Average Sell Through

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