

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**SUMMARY REPORT**

**Scratch Ticket Information**

Date Completed

3/26/2018

|                                |                |                           |        |
|--------------------------------|----------------|---------------------------|--------|
| Game #                         | 2011           | Confirmed Packs           | 2,145  |
| Game Name                      | \$50 or \$100! | Active Packs              | 1,019  |
| Quantity Printed               | 6,082,250      | Warehouse Packs           | -      |
| Price Point                    | \$10           | Returned Packs            | 142    |
| Start Date                     | 11/15/2017     | Printed Payout Percentage | 70.00% |
| Top Prize                      | \$ 100         | Percent Sold              | 96.65% |
| Number of Top Prizes Remaining | 5,965          | Number of Weeks Out       | 18     |

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

|                       |               |                                                      |
|-----------------------|---------------|------------------------------------------------------|
| Cost to print tickets | \$ 207,405    | Actual ticket production costs                       |
| Prize payout expense  | \$ 40,498,950 | Data from Instant Ticket Tier Liability screen in ES |

**Estimated Direct Costs** \$ 40,706,355

**TANGIBLE BENEFITS**

**Revenue Impact:**

|                 |               |                                                                                     |
|-----------------|---------------|-------------------------------------------------------------------------------------|
| Estimated sales | \$ 58,784,946 | Based on # of tkts printed, times % sold from DaVinci report, times the price point |
|-----------------|---------------|-------------------------------------------------------------------------------------|

**Total Estimated Benefits** \$ 58,784,946

**Excess of Revenue over Expended** \$ 18,078,592

**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                     | \$ | 534,600    |
| Next week                                  | \$ | 833,360    |
| Next week                                  | \$ | 1,224,470  |
| Avg Weekly Sales Current Game              | \$ | 864,143    |
| Avg Weekly Sales \$10; 6M Qty              | \$ | 3,483,559  |
| <b>Percentage Of Variance In Sales</b>     |    | <b>75%</b> |

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**RECOMMENDATION AND APPROVALS**

**Instant Ticket Information**

|                                                                                           |                       |                           |               |
|-------------------------------------------------------------------------------------------|-----------------------|---------------------------|---------------|
| Game #                                                                                    | <u>2011</u>           | Printed Payout Percentage | <u>70.00%</u> |
| Game Name                                                                                 | <u>\$50 or \$100!</u> | Actual Payout Percentage  | <u>68.89%</u> |
| Percent Sold                                                                              | <u>96.65%</u>         | Number of Weeks Out       | <u>18</u>     |
| Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run. |                       |                           | <u>15</u>     |

**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 3/26/18  
Instant Product Coordinator Date

[Signature] 3/29/18  
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

\_\_\_\_\_  
Controller

\_\_\_\_\_  
Executive Date

**Not Required  
>85% Sold**



**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 | 3/24/18        | 3/17/18        | 3/10/18        | 3/3/18         |
|--------------|------|------|------------|----------------------|----------|---------|---------|-----|--------|-----------|--------|--------|--------|----------------|----------------|----------------|----------------|
| Sold/Closing | 2085 | \$2  | 4,987,375  | FELIZ NAVIDAD        | 11/15/17 | 4/8/18  | 5/23/18 | 18  | 91.29% | 461       | 161    | 21     | 2,180  | \$16,854.00    | \$17,532.00    | \$19,764.00    | \$32,954.00    |
|              | 1793 | \$2  | 38,037,250 | WEEKLY GRAND         | 9/19/16  | 2/9/18  | 3/26/18 | 79  | 96.33% | 29        | 3      | 0      | 7,582  | -\$1,214.00    | \$11,976.00    | \$32,422.00    | \$90,796.00    |
|              | 1868 | \$3  | 35,655,625 | BONUS CASHWORD       | 3/6/17   |         |         | 55  | 93.58% | 9,280     | 7,222  | 19     | 64     | \$2,206,524.00 | \$2,351,157.00 | \$2,534,874.00 | \$2,506,248.00 |
|              | 1895 | \$3  | 8,990,500  | TEXAS LOTTERY BLUE   | 9/5/17   | 4/8/18  | 5/23/18 | 29  | 66.97% | 1,878     | 2,553  | 16,149 | 639    | \$271,395.00   | \$289,251.00   | \$322,431.00   | \$368,004.00   |
|              | 1840 | \$5  | 8,005,700  | 7                    | 8/7/17   | 3/11/18 | 4/25/18 | 33  | 90.51% | 209       | 190    | 6,292  | 2,183  | \$63,375.00    | \$127,135.00   | \$189,545.00   | \$277,430.00   |
|              | 1855 | \$5  | 9,912,300  | COWBOYS              | 8/21/17  | 4/8/18  | 5/23/18 | 31  | 48.81% | 1,450     | 1,395  | 60,923 | 1,668  | \$221,845.00   | \$229,725.00   | \$232,160.00   | \$284,355.00   |
|              | 2000 | \$5  | 8,197,425  | DIA DE LOS MUERTOS   | 9/18/17  | 4/8/18  | 5/23/18 | 27  | 71.00% | 856       | 812    | 27,479 | 1,374  | \$143,950.00   | \$152,760.00   | \$164,025.00   | \$197,745.00   |
|              | 1846 | \$5  | 5,628,275  | FAST CASH MULTIPLIER | 7/17/17  | 3/11/18 | 4/25/18 | 36  | 84.06% | 226       | 220    | 6,708  | 3,040  | \$15,550.00    | \$66,030.00    | \$152,400.00   | \$184,615.00   |
|              | 1856 | \$5  | 5,522,550  | HOUSTON TEXANS       | 8/21/17  | 4/8/18  | 5/23/18 | 31  | 54.18% | 1,353     | 1,071  | 27,420 | 1,756  | \$139,050.00   | \$147,820.00   | \$155,285.00   | \$182,515.00   |
|              | 1807 | \$5  | 40,880,700 | SUPER LOTERIA        | 12/5/16  | 4/8/18  | 5/23/18 | 68  | 97.71% | 2,791     | 1,086  | 4,522  | 355    | \$508,125.00   | \$619,100.00   | \$669,110.00   | \$729,720.00   |
|              | 2011 | \$10 | 6,082,250  | \$50 OR \$100!       | 11/15/17 |         |         | 18  | 96.65% | 2,145     | 1,019  | 0      | 142    | \$534,600.00   | \$633,360.00   | \$1,224,470.00 | \$1,933,220.00 |

Liability for 2011 / for Life to Date

Product Status: Active  
SmartCash Enabled: N/A  
Validation Range: 09/22/2017 - 12/31/2037

Outstanding Prizes

| Tier Ref | SmartCash | Tier Value | Count | Amount         | Tickets Paid Life to Date | % paid | Est. Tickets Sold |
|----------|-----------|------------|-------|----------------|---------------------------|--------|-------------------|
| 1        | N/A       | \$50.00    | 29606 | \$1,480,300.00 | 578703                    | 95.13% | 5786230           |
| 2        | N/A       | \$100.00   | 1322  | \$132,200.00   | 29060                     | 95.65% | 5817595           |
| 3        | N/A       | \$100.00   | 4643  | \$464,300.00   | 86578                     | 94.91% | 5772673           |
| Totals:  |           |            | 35571 | \$2,076,800.00 | 694,341                   |        |                   |

5,965

**Prize Structure**  
 TEXAS LOTTERY  
 GAME NO.2011 "\$50 or \$100!"  
 May 22, 2017 - VERSION B

|                 |                 |             |         |                  |         |               |           |             |                 |              |                 |
|-----------------|-----------------|-------------|---------|------------------|---------|---------------|-----------|-------------|-----------------|--------------|-----------------|
| Order Quantity: | 6,082,250       | Pack Size:  | 50      | Pool Size:       | 120,000 | Winners:      | 729,912   | Prize Fund: | \$42,575,750.00 | Total Payout | \$42,575,750.00 |
| Price Point:    | \$10.00         | Packs/Game: | 121,645 | Number of Pools: | 50.69   | Non-winners:  | 5,352,338 | Payout:     |                 | 70.00%       |                 |
| Revenue:        | \$60,822,500.00 | Packs/Pool: | 2,400   |                  |         | Overall Odds: | 8.33285   |             |                 |              |                 |

ORIGINAL ORDER

|                |         |
|----------------|---------|
| SHIPMENT # 1-3 | 6082250 |
| COMPLETE       | 608309  |
| POOLS # 1- 56  | 30382   |
|                | 91221   |

| Kind              | Wins | Tier Level | Get      | Mid Tiers |          |             |      | Winners   |         |  | Total | Total Prize Cost | % Prize Fund |
|-------------------|------|------------|----------|-----------|----------|-------------|------|-----------|---------|--|-------|------------------|--------------|
|                   |      |            |          | Win       | Value    | Odds (1 in) | Pack | Pool      |         |  |       |                  |              |
| 01                | 1    | G          | \$50     | \$50      | \$50.00  | 9.9986      | 5.00 | 12,000.00 | 608,309 |  |       | \$30,415,450.00  | 71.44%       |
| 02                | 2    | G          | \$50 x 2 | \$100     | \$100.00 | 200.1925    | 0.25 | 600.00    | 30,382  |  |       | \$3,038,200.00   | 7.14%        |
| 03                | 1    | G          | \$100    | \$100     | \$100.00 | 66.6760     | 0.75 | 1,800.00  | 91,221  |  |       | \$9,122,100.00   | 21.43%       |
| Total (\$100.00): |      |            |          | 50.0173   |          |             | 1.00 | 2,400.00  | 121,603 |  |       | \$12,160,300.00  | 28.56%       |
| Total :           |      |            |          | 8.3329    |          |             | 6.00 | 14,400.00 | 729,912 |  |       | \$42,575,750.00  | 100.00%      |

There will be no more than seven (7) winners in a pack.

No.

09/20/17  
 Game Name  
 \$50 Or \$100  
 Game No  
 2011  
 Inv No.  
 1030795-3  
 Vendor  
 SGI  
 TLC PO #  
 362-17-9019 RL040

| Description/Tickets Delivered Qty |  | Units per 1000 | Unit Price | Amount       |
|-----------------------------------|--|----------------|------------|--------------|
| 6,082,250                         |  | 6,082.25       | \$34.10    | \$207,404.73 |
| Delivered                         |  |                |            |              |
| Ordered                           |  |                |            |              |
| 2% under                          |  |                |            |              |
| 2% over                           |  |                |            |              |
| Acceptable Range                  |  |                |            |              |
| 0                                 |  |                |            |              |
| Sub Total                         |  |                |            | \$207,404.73 |
| Total                             |  |                |            | \$207,404.73 |

**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