# Scratch Ticket Game Closing Analysis <br> SUMMARY REPORT 

Scratch Ticket Information
Date Completed
12/28/2021


## Instant Ticket Information


${ }^{*}$ No games were available at the $\$ 2$ price point in this range so the $\$ 3$ price point data was used.

## Recommendation

Based on the findings in this Summary Report, I am recommending closing the above game.
$\square$ I am recommending closing the above game based on the below business reason(s):


12/29/2021
Scratch Ticket Strategy Coordinator Date

Bout fir
Products Manager

12/29/2021
Date

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

Not Required ->85\% Sell Through
Lottery Operations Division Director Date

Not Required - >85\% Sell Through
Controller Date

Not Required - >85\% Sell Through

Executive Director
Date


- Plà the Games of Texäs!*:

| Da Vinci Report | $12 / 28 / 21$ |
| :--- | :--- |


| Product Line | Game | \$ | Tix Run | Name | Start | Call | Close | Wks | \% Sold | Confirmed | Active | Ware | Return | Net Sales |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  | 12/25/21 | 12/18/21 | 12/11/21 | 12/4/21 |
| Mature | 2239 | \$2 | 26,660,750 | WEEKLY GRAND | 2/22/21 |  |  | 44 | 64.66\% | 8,212 | 9,719 | 52,636 | 42 | \$630,204.00 | \$656,590.00 | \$636,054.00 | \$652,250.00 |
|  | 2234 | \$3 | 35,950,250 | \$50,000 BONUS CASHWORD | 2/22/21 |  |  | 44 | 71.68\% | 10,397 | 9,678 | 58,243 | 53 | \$1,706,622.00 | \$1,691,571.00 | \$1,662,465.00 | \$1,657,884.00 |
|  | 2352 | \$5 | 18,177,675 | \$200,000 JACKPOT | 9/7/21 |  |  | 16 | 41.06\% | 11,672 | 11,222 | 116,510 | 31 | \$1,801,245.00 | \$1,956,830.00 | \$1,925,320.00 | \$1,944,575.00 |
|  | 2250 | \$5 | 22,721,550 | BINGO TIMES 20 | 11/23/20 |  |  | 57 | 71.83\% | 9,082 | 8,613 | 64,710 | 40 | \$1,344,300.00 | \$1,307,055.00 | \$1,305,560.00 | \$1,271,215.00 |
|  | 2247 | \$5 | 18,355,500 | BONUS BREAK THE BANK | 12/28/20 |  |  | 52 | 68.22\% | 6,095 | 4,844 | 64,888 | 94 | \$702,530.00 | \$808,350.00 | \$829,060.00 | \$936,605.00 |
|  | 2323 | \$5 | 9,897,375 | COWBOYS | 8/16/21 |  |  | 19 | 52.75\% | 5,953 | 7,322 | 45,922 | 28 | \$1,002,980.00 | \$1,007,750.00 | \$1,028,360.00 | \$1,119,440.00 |
|  | 2297 | \$5 | 7,320,450 | GREAT 8S | 8/2/21 |  |  | 21 | 81.15\% | 3,209 | 2,747 | 7,981 | 2,041 | \$393,700.00 | \$472,230.00 | \$526,850.00 | \$632,240.00 |
|  | 2324 | \$5 | 5,437,800 | HOUSTON TEXANS | 8/16/21 |  |  | 19 | 50.47\% | 3,667 | 2,948 | 25,567 | 1,570 | \$345,090.00 | \$388,550.00 | \$403,235.00 | \$478,850.00 |
|  | 2309 | \$10 | 15,693,550 | \$100 MILLION CASH PAYOUT | 6/7/21 |  |  | 29 | 60.75\% | 8,123 | 4,623 | 107,757 | 56 | \$1,472,720.00 | \$1,416,150.00 | \$1,440,090.00 | \$1,604,830.00 |
|  | 2346 | \$10 | 13,460,600 | \$500,000 EXTREME LUCK | 4/5/21 |  |  | 38 | 54.30\% | 6,062 | 3,984 | 110,575 | 72 | \$1,004,840.00 | \$784,960.00 | \$667,320.00 | \$658,670.00 |
|  | 2353 | \$10 | 14,299,500 | \$500,000 JACKPOT | 9/7/21 |  |  | 16 | 42.24\% | 19,963 | 12,010 | 128,887 | 34 | \$3,097,930.00 | \$3,245,330.00 | \$3,199,150.00 | \$3,211,550.00 |
|  | 2335 | \$10 | 12,021,150 | \$50 OR \$100! | 12/7/20 |  |  | 55 | 86.64\% | 5,523 | 2,155 | 21,960 | 272 | \$634,340.00 | \$737,420.00 | \$807,020.00 | \$959,630.00 |
|  | 2347 | \$10 | 11,256,950 | 777 | 4/19/21 |  |  | 36 | 76.10\% | 3,464 | 2,710 | 46,026 | 113 | \$684,240.00 | \$654,280.00 | \$686,120.00 | \$698,080.00 |
|  | 2306 | \$10 | 8,318,950 | BREAK THE BANK SUPER TICKET | 8/16/21 |  |  | 19 | 46.27\% | 12,972 | 8,528 | 63,798 | 97 | \$1,767,060.00 | \$1,649,910.00 | \$1,618,350.00 | \$1,697,160.00 |
|  | 2258 | \$10 | 39,197,450 | MEGA LOTERIA | 3/15/21 |  |  | 41 | 81.85\% | 36,067 | 13,952 | 81,785 | 40 | \$8,587,620.00 | \$8,170,650.00 | \$7,928,990.00 | \$7,979,840.00 |
|  | 2336 | \$10 | 15,610,600 | POWER 10X | 8/2/21 |  |  | 21 | 46.95\% | 15,216 | 7,212 | 139,680 | 62 | \$1,885,060.00 | \$1,860,140.00 | \$1,897,660.00 | \$2,071,000.00 |
|  | 2292 | \$10 | 10,252,350 | WILD \$10 | 3/1/21 |  |  | 43 | 69.67\% | 2,638 | 2,050 | 56,370 | 71 | \$320,200.00 | \$277,970.00 | \$299,660.00 | \$305,770.00 |
|  | 2203 | \$20 | 8,559,050 | \$1,000,000 EXTREME CASH | 6/7/21 |  |  | 29 | 55.97\% | 11,394 | 6,488 | 129,361 | 80 | \$2,128,020.00 | \$2,100,360.00 | \$1,967,020.00 | \$1,955,120.00 |
|  | 2354 | \$20 | 10,280,400 | \$1,000,000 JACKPOT | 9/7/21 |  |  | 16 | 31.84\% | 21,877 | 10,945 | 242,927 | 39 | \$3,392,380.00 | \$3,418,260.00 | \$3,158,080.00 | \$3,289,440.00 |
|  | 1838 | \$20 | 34,728,300 | INSTANT MILLIONAIRE | 5/15/17 |  |  | 241 | 83.67\% | 11,349 | 7,069 | 203,021 | 70 | \$2,102,700.00 | \$2,073,700.00 | \$1,953,140.00 | \$1,964,340.00 |
|  | 2343 | \$20 | 25,454,075 | MILLION DOLLAR LOTERIA | 6/18/21 |  |  | 27 | 40.14\% | 36,348 | 12,238 | 550,741 | 60 | \$8,384,260.00 | \$8,185,300.00 | \$7,687,940.00 | \$7,717,820.00 |
|  | 2209 | \$30 | 12,028,825 | \$250 MILLION CASH PARTY | 3/16/20 |  |  | 93 | 75.55\% | 8,987 | 5,171 | 100,839 | 91 | \$1,602,450.00 | \$1,691,760.00 | \$1,561,230.00 | \$1,645,140.00 |
|  | 2053 | \$30 | 34,080,725 | \$750 MILLION WINNER'S CIRCLE | 3/19/18 |  |  | 197 | 59.39\% | 9,277 | 5,346 | 535,034 | 62 | \$2,507,580.00 | \$2,537,490.00 | \$2,466,690.00 | \$2,494,380.00 |
|  | 2293 | \$30 | 9,177,650 | CASH CELEBRATION! | 4/5/21 |  |  | 38 | 58.28\% | 14,300 | 7,655 | 127,756 | 78 | \$3,415,050.00 | \$3,433,710.00 | \$3,360,450.00 | \$3,355,470.00 |
|  | 2340 | \$50 | 6,606,400 | CASINO MILLIONS | 9/20/21 |  |  | 14 | 39.14\% | 25,362 | 8,764 | 161,557 | 32 | \$7,901,150.00 | \$9,054,000.00 | \$8,549,750.00 | \$8,662,850.00 |
|  | 2312 | \$50 | 6,731,160 | millionaire club | 4/19/21 |  |  | 36 | 82.34\% | 14,603 | 5,526 | 35,241 | 77 | \$4,921,400.00 | \$5,864,350.00 | \$5,825,350.00 | \$5,872,850.00 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sold/Closing | 2277 | \$1 | 29,734,500 | 10X THE CASH | 1/4/21 | 11/14/21 | 12/29/21 | 51 | 97.67\% | 32 | 14 | 218 | 2,825 | -\$429.00 | -\$496.00 | \$8,123.00 | \$19,008.00 |
|  | 2313 | \$1 | 9,294,450 | DOUBLE DOUBLER | 7/6/21 | 12/19/21 | 2/2/22 | 25 | 94.50\% | 174 | 235 | 396 | 1,671 | \$8,334.00 | \$19,279.00 | \$26,712.00 | \$37,755.00 |
|  | 2301 | \$1 | 16,878,900 | SAPPHIRE BLUE 7S | 5/3/21 | 12/19/21 | 2/2/22 | 34 | 96.82\% | 273 | 403 | 157 | 1,231 | \$19,534.00 | \$36,421.00 | \$53,196.00 | \$66,746.00 |
|  | 2246 | \$2 | 35,700,000 | BONUS GAME BINGO | 9/21/20 |  |  | 66 | 94.65\% | 5,284 | 6,406 | 1,419 | 39 | \$699,048.00 | \$837,246.00 | \$851,210.00 | \$881,392.00 |
|  | 2191 | \$2 | 7,264,875 | LEVEL UP! | 8/16/21 | 1/9/22 | 2/23/22 | 19 | 81.37\% | 1,974 | 2,333 | 608 | 2,249 | \$182,766.00 | \$249,662.00 | \$288,688.00 | \$360,726.00 |
|  | 2163 | \$3 | 41,105,925 | TEXAS LOTERIA | 4/6/20 | 12/19/21 | 2/2/22 | 90 | 98.34\% | 932 | 721 | 325 | 2,406 | \$90,897.00 | \$120,126.00 | \$146,229.00 | \$204,138.00 |

## Liability for 2246 / for Life to Date

| Product Status: SmartCash Enabled: $\quad$ Validation Range: 06/12/2020-12/31/2037 |  |  |
| :---: | :---: | :---: |
| Active |  |  |
| Outstanding Prizes |  |  |


| Tier | Ref | SmartCash | Tier Value | Count | Amount | Tickets <br> Paid Life to Date | Amount Paid Life to Date | \% paid | Est. Tickets Sold |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | 1 | N/A | \$2.00 | 480494 | \$960,988.00 | 3018221 | \$6,036,442.00 | 86.27\% | 30797161 |
| 2 | 2 | N/A | \$3.00 | 164943 | \$494,829.00 | 1048681 | \$3,146,043.00 | 86.41\% | 30848031 |
| 3 | 3 | N/A | \$5.00 | 70709 | \$353,545.00 | 500308 | \$2,501,540.00 | 87.62\% | 31279271 |
| 4 | 4 | N/A | \$5.00 | 52867 | \$264,335.00 | 518375 | \$2,591,875.00 | 90.75\% | 32396055 |
| 5 | 5 | N/A | \$5.00 | 58570 | \$292,850.00 | 584090 | \$2,920,450.00 | 90.89\% | 32446414 |
| 6 | 6 | N/A | \$10.00 | 14705 | \$147,050.00 | 128028 | \$1,280,280.00 | 89.70\% | 32022024 |
| 7 | 7 | N/A | \$10.00 | 17662 | \$176,620.00 | 125173 | \$1,251,730.00 | 87.63\% | 31285581 |
| 8 | 8 | N/A | \$10.00 | 21787 | \$217,870.00 | 263813 | \$2,638,130.00 | 92.37\% | 32976625 |
| 9 | 9 | N/A | \$10.00 | 21162 | \$211,620.00 | 264438 | \$2,644,380.00 | 92.59\% | 33054750 |
| 10 | 10 | N/A | \$15.00 | 5414 | \$81,210.00 | 65912 | \$988,680.00 | 92.41\% | 32990191 |
| 11 | 11 | N/A | \$15.00 | 9424 | \$141,360.00 | 133411 | \$2,001,165.00 | 93.40\% | 33344577 |
| 12 | 12 | N/A | \$15.00 | 11376 | \$170,640.00 | 131470 | \$1,972,050.00 | 92.04\% | 32856915 |
| 13 | 13 | N/A | \$20.00 | 9471 | \$189,420.00 | 61855 | \$1,237,100.00 | 86.72\% | 30959586 |
| 14 | 14 | N/A | \$20.00 | 5119 | \$102,380.00 | 66320 | \$1,326,400.00 | 92.83\% | 33141897 |
| 15 | 15 | N/A | \$20.00 | 5281 | \$105,620.00 | 66158 | \$1,323,160.00 | 92.61\% | 33060941 |
| 16 | 16 | N/A | \$20.00 | 9142 | \$182,840.00 | 133693 | \$2,673,860.00 | 93.60\% | 33415060 |
| 17 | 0 | N/A | \$30.00 | 2489 | \$74,670.00 | 24353 | \$730,590.00 | 90.73\% | 32389617 |
| 18 | 0 | N/A | \$30.00 | 1883 | \$56,490.00 | 27876 | \$836,280.00 | 93.67\% | 33441083 |
| 19 | 0 | N/A | \$50.00 | 1157 | \$57,850.00 | 7777 | \$388,850.00 | 87.05\% | 31076662 |
| 20 | 0 | N/A | \$50.00 | 849 | \$42,450.00 | 12545 | \$627,250.00 | 93.66\% | 33437098 |
| 21 | 0 | N/A | \$100.00 | 364 | \$36,400.00 | 2620 | \$262,000.00 | 87.80\% | 31345174 |
| 22 | 0 | N/A | \$100.00 | 183 | \$18,300.00 | 2801 | \$280,100.00 | 93.87\% | 33510623 |
| 23 | 0 | N/A | \$100.00 | 243 | \$24,300.00 | 2739 | \$273,900.00 | 91.85\% | 32790845 |
| 24 | 0 | N/A | \$100.00 | 385 | \$38,500.00 | 2597 | \$259,700.00 | 87.09\% | 31090845 |
| 25 | 0 | N/A | \$100.00 | 228 | \$22,800.00 | 2747 | \$274,700.00 | 92.34\% | 32964000 |
| 26 | 0 | N/A | \$500.00 | 72 | \$36,000.00 | 529 | \$264,500.00 | 88.02\% | 31423128 |
| 27 | 0 | N/A | \$500.00 | 49 | \$24,500.00 | 553 | \$276,500.00 | 91.86\% | 32794186 |
| 28 | 0 | N/A | \$1,000.00 | 1 | \$1,000.00 | 30 | \$30,000.00 | 96.77\% | 34548388 |
| 29 | 0 | N/A | \$1,000.00 | 5 | \$5,000.00 | 26 | \$26,000.00 | 83.87\% | 29941936 |
| 30 | 0 | N/A | \$30,000.00 | 1 | \$30,000.00 | 17 | \$510,000.00 | 94.44\% | 33716665 |
|  |  |  | Totals: | 966035 | \$4,561,437.00 | 7,197,156 | \$41,573,655.00 |  |  |



## Interoffice Memo

## Payment Approval (VIA EMAIL)

June 23, 2020

The attached invoice(s) for service is being submitted for approval.

| Vendor Name <br> P.O. Number (if applicable) <br> Invoice Number | Pollard Banknote Limited <br> Tx Game Name: |
| :--- | :--- |
| Invoice Amount: | $\underline{8515955}$ |
| Game \#2246 Bonus Game Bingo |  |

The above referenced invoice(s) have been reviewed and certified as proper, accurate and should be paid by the Texas Lottery Commission.

The above referenced invoices have been reviewed and certified as proper, accurate and should be paid by the Texas Lottery Commission.

Dale Bowersock (Scratch Ticket Strategy Coordinator) Please forward to the next person for approval

Robert Tirloni (Products Manager)
Please forward to the next person for approval

Ryan Mindell (Lottery Operations Division Director)

Please return to Maria Perez in the Office of the Controller by

Date

Date
$\qquad$
Date

July 3, 2020

# INVOICE NO.: 8515955 

| $\begin{aligned} & \text { Sold To: Texas Lottery Commission } \\ & \text { P.O. Box 16630 } \\ & \text { Austin, TX 78761-6630 } \\ & \text { United States } \end{aligned}$ |  | Ship To: | Texas Lott P.O. Box 1 Austin, TX United Stat |  |
| :---: | :---: | :---: | :---: | :---: |
| Terms: Net 30 days after date of invoice |  | Due Date: July 16, 2020 |  |  |
| Invoice Date | Order No. |  | Your Order | Customer No. |
| June 16, 2020 | 1088208 |  |  | 5008 |

Order name: BONUS GAME BINGO \#2246 PO Number:

| Product Description | Quantity | Unit Price | Amount |
| :---: | :---: | :---: | :---: |
| Ticket Size $6 \times 4$ | 35,700,000 | 15.20 /M | 542,640.00 |
| Four colour process / Spectrum base graphics | 35,700,000 | 6.00 /M | 214,200.00 |
| Translucent marking system | 35,700,000 | 1.68 /M | 59,976.00 |
| Multiple Play Area | 35,700,000 | 1.20 /M | 42,840.00 |
| Under unit price $' / M^{\prime}$ = price per thousand. |  | Before Taxes: | 859,656.00 USD |
|  |  | Freight: | 0.00 |
|  |  | Deposit: | 0.00 |
|  |  | Amount Due: | 859,656.00 USD |

## Banking Instructions:

TD Bank, NA
2035 Limestone Rd.
Wilmington, DE 19808
ABA\# 026013673
Bank Account \# 3248176206

Delivery:
Tax ID/Contract Number:
GST Registration Number:

Prepaid
NA
819251463

## Instant Ticket Game Analysis

8/25/19-8/28/21

## Average Number of Weeks for 85\% Average Sell Through



Average Weekly Dollar Sales at 85\% Average Sell Through
A B

|  | A B C D |  |  |  |  | $F$ G |  |  | H |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Price Point |  |  |  |  | Price Point |  |  |  |
| Print Quantities | \$1 | \$2 | \$3 | \$5 | Print Quantities | \$10 | \$20 | \$30 | \$50 |
| < 5M | None | None | \$1,280,407 | None | 2M | None | None | None | None |
| 5M-9.99M | \$565,128 | \$810,337 | \$1,161,701 | \$1,904,150 | 3M | None | None | None | None |
| 10M-14.99M | \$646,883 | None | None | \$2,800,321 | 4M | \$2,364,236 | None | None | None |
| 15M-19.99M | \$638,272 | None | \$1,669,812 | \$1,515,020 | 5M | \$2,813,557 | None | \$3,506,730 | \$6,331,310 |
| 20M-24.99M | None | None | None | \$2,620,225 | 6M | \$4,264,362 | \$4,577,513 | None | None |
| 25M-29.99M | \$786,285 | None | None | None | 7M | \$3,884,366 | \$3,675,833 | None | None |
| 30M-34.99M | None | None | None | None | 8M | \$3,283,703 | \$3,828,587 | None | None |
| >35M | None | None | \$1,688,331 | \$3,934,727 | >9M | \$4,643,288 | \$6,280,238 | None | 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

