# Scratch Ticket Game Closing Analysis SUMMARY REPORT 

## Scratch Ticket Information



Weekly Sales Comparison Information
Previous 3 Weeks Sales from DaVinci

| Most recent week sales | $\$$ | 538,880 |
| :---: | :---: | ---: | ---: |
| Next week | $\$$ | 563,860 |
| Next week | $\$$ | 622,500 |
| Avg Weekly Sales Current Game | $\$$ | 575,080 |
| Avg Weekly Sales $\$ 10 ; ~>9 M$ Qty | $\$$ | $4,643,288$ |
| Percentage Of Variance In Sales |  | $\mathbf{8 8 \%}$ |

## Instant Ticket Information

Game \#
Game Name
Percent Sold


Average \# of Weeks for $85 \%$ Sell-through for Same Price Point Game With Similar Print Run.

## 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 reasons):


1/25/2022
Scratch Ticket Strategy Coordinator Date


1/25/2022
Products Manager
Date

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


1/26/2022
Lottery Operations Division Director Date

Kathy Pyle
1/27/2022
Controller Date


1/27/2022
Executive Director Date

*Play the Games of Texas"!

| Da Vinci Report | $1 / 24 / 22$ |
| :--- | :--- |


| Product Line | Game | \$ | Tix Run | Name | Start | Call | Close | Wks | \% Sold | Confirmed | Active | Ware | Return | Net Sales |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  | 1/22/22 | 1/15/22 | 1/8/22 | 1/1/22 |
| Mature | 2352 | \$5 | 18,177,675 | \$200,000 JACKPOT | 9/7/21 |  |  | 20 | 48.61\% | 10,008 | 8,969 | 103,035 | 18 | \$1,501,760.00 | \$1,533,345.00 | \$1,748,205.00 | \$2,071,080.00 |
|  | 2250 | \$5 | 22,721,550 | BINGO TIMES 20 | 11/23/20 |  |  | 61 | 76.67\% | 8,498 | 7,787 | 51,580 | 34 | \$1,356,215.00 | \$1,340,525.00 | \$1,366,950.00 | \$1,432,390.00 |
|  | 2247 | \$5 | 18,355,500 | BONUS BREAK THE BANK | 12/28/20 |  |  | 56 | 71.09\% | 6,104 | 4,734 | 58,121 | 70 | \$650,305.00 | \$613,395.00 | \$647,955.00 | \$730,780.00 |
|  | 2323 | \$5 | 9,897,375 | COWBOYS | 8/16/21 |  |  | 23 | 60.48\% | 4,811 | 5,216 | 39,971 | 26 | \$837,330.00 | \$880,430.00 | \$974,475.00 | \$1,136,590.00 |
|  | 2360 | \$5 | 7,334,775 | HIT \$500 | 10/18/21 |  |  | 14 | 75.52\% | 7,406 | 5,752 | 8,209 | 295 | \$993,935.00 | \$1,033,330.00 | \$1,158,625.00 | \$1,453,780.00 |
|  | 2324 | \$5 | 5,437,800 | houston texans | 8/16/21 |  |  | 23 | 55.04\% | 2,726 | 2,215 | 25,139 | 1,168 | \$267,815.00 | \$308,205.00 | \$287,350.00 | \$378,725.00 |
|  | 2379 | \$5 | 7,152,450 | RED HOT \$100,000 | 10/4/21 |  |  | 16 | 85.00\% | 5,457 | 4,870 | 1,521 | 336 | \$854,255.00 | \$904,435.00 | \$1,038,275.00 | \$1,317,425.00 |
|  | 2341 | \$5 | 7,326,000 | SPECIAL EDITION CROSSWORD | 10/22/21 |  |  | 13 | 84.02\% | 7,314 | 6,322 | 492 | 12 | \$1,929,245.00 | \$2,168,120.00 | \$2,474,960.00 | \$3,031,295.00 |
|  | 2342 | \$5 | 59,686,425 | SUPER LOTERIA | 10/18/21 |  |  | 14 | 16.81\% | 20,871 | 12,507 | 621,749 | 15 | \$4,577,065.00 | \$4,544,350.00 | \$4,736,450.00 | \$5,122,900.00 |
|  | 2309 | \$10 | 15,693,550 | \$100 MILLION CASH PAYOUT | 6/7/21 |  |  | 33 | 64.03\% | 6,917 | 3,637 | 100,723 | 83 | \$1,088,490.00 | \$1,136,850.00 | \$1,266,440.00 | \$1,665,910.00 |
|  | 2346 | \$10 | 13,460,600 | \$500,000 EXTREME LUCK | 4/5/21 |  |  | 42 | 57.77\% | 7,117 | 4,505 | 100,164 | 28 | \$1,208,040.00 | \$1,078,010.00 | \$1,118,830.00 | \$1,264,150.00 |
|  | 2353 | \$10 | 14,299,500 | \$500,000 JACKPOT | 9/7/21 |  |  | 20 | 50.29\% | 16,620 | 9,632 | 113,144 | 19 | \$2,498,840.00 | \$2,579,230.00 | \$2,885,250.00 | \$3,535,960.00 |
|  | 2347 | \$10 | 11,256,950 | 777 | 4/19/21 |  |  | 40 | 78.33\% | 3,378 | 2,311 | 41,883 | 147 | \$538,880.00 | \$563,860.00 | \$622,500.00 | \$788,660.00 |
|  | 2306 | \$10 | 8,318,950 | BREAK THE BANK SUPER TICKET | 8/16/21 |  |  | 23 | 53.82\% | 10,729 | 7,290 | 56,259 | 23 | \$1,358,360.00 | \$1,421,130.00 | \$1,583,200.00 | \$1,915,210.00 |
|  | 2336 | \$10 | 15,610,600 | POWER 10X | 8/2/21 |  |  | 25 | 51.27\% | 10,996 | 5,922 | 132,918 | 152 | \$1,450,580.00 | \$1,461,820.00 | \$1,732,140.00 | \$2,099,040.00 |
|  | 2345 | \$20 | 9,157,250 | \$1,000,000 CROSSWORD | 10/4/21 |  |  | 16 | 39.06\% | 21,877 | 9,032 | 187,390 | 16 | \$4,670,380.00 | \$4,536,800.00 | \$4,617,180.00 | \$5,432,500.00 |
|  | 2203 | \$20 | 8,559,050 | \$1,000,000 EXTREME CASH | 6/7/21 |  |  | 33 | 60.00\% | 9,695 | 5,052 | 119,996 | 41 | \$1,470,620.00 | \$1,478,240.00 | \$1,697,560.00 | \$2,257,640.00 |
|  | 2354 | \$20 | 10,280,400 | \$1,000,000 JACKPOT | 9/7/21 |  |  | 20 | 37.64\% | 17,847 | 9,197 | 226,447 | 26 | \$2,654,240.00 | \$2,609,400.00 | \$2,958,980.00 | \$3,693,640.00 |
|  | 1838 | \$20 | 34,728,300 | INSTANT MILLIONAIRE | 5/15/17 |  |  | 245 | 84.85\% | 10,367 | 6,165 | 189,657 | 49 | \$1,890,120.00 | \$1,922,620.00 | \$1,989,020.00 | \$2,367,420.00 |
|  | 2343 | \$20 | 25,454,075 | MILLION DOLLAR LOTERIA | 6/18/21 |  |  | 31 | 46.10\% | 29,342 | 10,251 | 501,302 | 53 | \$7,224,620.00 | \$7,150,020.00 | \$7,296,080.00 | \$8,657,220.00 |
|  | 2209 | \$30 | 12,028,825 | \$250 MILLION CASH PARTY | 3/16/20 |  |  | 97 | 77.25\% | 7,814 | 4,867 | 94,602 | 72 | \$1,516,350.00 | \$1,473,900.00 | \$1,509,360.00 | \$1,656,330.00 |
|  | 2053 | \$30 | 34,080,725 | \$750 MILLION WINNER'S CIRCLE | 3/19/18 |  |  | 201 | 60.34\% | 8,176 | 4,950 | 524,130 | 42 | \$2,332,290.00 | \$2,290,680.00 | \$2,359,020.00 | \$2,673,330.00 |
|  | 2293 | \$30 | 9,177,650 | CASH CELEBRATION! | 4/5/21 |  |  | 42 | 62.82\% | 11,302 | 6,939 | 115,587 | 56 | \$2,946,420.00 | \$2,958,030.00 | \$3,145,500.00 | \$3,429,330.00 |
|  | 2344 | \$50 | 10,279,600 | 500X LOTERIA SPECTACULAR | 10/18/21 |  |  | 14 | 16.91\% | 24,380 | 7,608 | 390,777 | 24 | \$6,256,650.00 | \$6,453,350.00 | \$6,243,550.00 | \$6,832,000.00 |
|  | 2340 | \$50 | 6,606,400 | CASINO MILLIONS | 9/20/21 |  |  | 18 | 47.09\% | 20,272 | 7,853 | 142,804 | 19 | \$6,155,300.00 | \$6,245,650.00 | \$6,416,500.00 | \$7,438,400.00 |
|  | 2312 | \$50 | 6,731,160 | millionaire club | 4/19/21 |  |  | 40 | 87.04\% | 12,401 | 4,812 | 23,492 | 52 | \$3,813,200.00 | \$3,847,200.00 | \$3,876,750.00 | \$4,278,550.00 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sold/Closing | 2313 | \$1 | 9,294,450 | DOUBLE DOUbLER | 7/6/21 | 12/19/21 | 2/2/22 | 29 | 94.67\% | 25 | 51 | 396 | 2,106 | \$2,062.00 | \$2,505.00 | \$5,879.00 | \$5,325.00 |
|  | 2301 | \$1 | 16,878,900 | SAPPHIRE BLUE 7 S | 5/3/21 | 12/19/21 | 2/2/22 | 38 | 97.04\% | 56 | 101 | 154 | 1,880 | \$2,349.00 | \$7,380.00 | \$12,113.00 | \$14,181.00 |
|  | 2246 | \$2 | 35,700,000 | BONUS GAME BINGO | 9/21/20 | 2/6/22 | 3/23/22 | 70 | 97.02\% | 2,103 | 2,553 | 943 | 105 | \$290,576.00 | \$331,814.00 | \$469,308.00 | \$599,538.00 |
|  | 2240 | \$2 | 40,055,875 | BREAK THE BANK | 9/21/20 | 2/20/22 | 4/6/22 | 70 | 86.67\% | 7,158 | 4,929 | 24,087 | 49 | \$493,300.00 | \$538,540.00 | \$556,390.00 | \$600,542.00 |
|  | 2191 | \$2 | 7,264,875 | LEVEL UP! | 8/16/21 | 1/9/22 | 2/23/22 | 23 | 84.21\% | 579 | 717 | 522 | 3,379 | \$45,814.00 | \$87,710.00 | \$116,410.00 | \$163,224.00 |
|  | 2294 | \$2 | 9,097,000 | LUCKY 3 | 6/21/21 | 2/20/22 | 4/6/22 | 31 | 89.71\% | 2,292 | 1,565 | 2,742 | 12 | \$119,930.00 | \$105,484.00 | \$133,412.00 | \$144,770.00 |

## Liability for 2347 / for Life to Date

| Product Status: Active |  |  | SmartCash Enabled: N/A |  | Validation Range: 03/26/2021-12/31/2037 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Outstanding Prizes |  |  |  |  |  |  |
| Tier | Ref S | SmartCash | Tier Value | Count | Amount | Tickets Paid Life to Date | Amount Paid Life to Date | \% paid | Est. Tickets Sold |
| 1 | 1 | N/A | \$10.00 | 197994 | \$1,979,940.00 | 590060 | \$5,900,600.00 | 74.88\% | 8428706 |
| 2 | 2 | N/A | \$10.00 | 285478 | \$2,854,780.00 | 953008 | \$9,530,080.00 | 76.95\% | 8662159 |
| 3 | 3 | N/A | \$20.00 | 101902 | \$2,038,040.00 | 348367 | \$6,967,340.00 | 77.37\% | 8709349 |
| 4 | 4 | N/A | \$20.00 | 83132 | \$1,662,640.00 | 254441 | \$5,088,820.00 | 75.37\% | 8484771 |
| 5 | 0 | N/A | \$30.00 | 25193 | \$755,790.00 | 87366 | \$2,620,980.00 | 77.62\% | 8737414 |
| 6 | 0 | N/A | \$30.00 | 18310 | \$549,300.00 | 56761 | \$1,702,830.00 | 75.61\% | 8511352 |
| 7 | 0 | N/A | \$40.00 | 17057 | \$682,280.00 | 53279 | \$2,131,160.00 | 75.75\% | 8527056 |
| 8 | 0 | N/A | \$40.00 | 13370 | \$534,800.00 | 47559 | \$1,902,360.00 | 78.06\% | 8786772 |
| 9 | 0 | N/A | \$50.00 | 7176 | \$358,800.00 | 25649 | \$1,282,450.00 | 78.14\% | 8796024 |
| 10 | 0 | N/A | \$50.00 | 7129 | \$356,450.00 | 25672 | \$1,283,600.00 | 78.27\% | 8810353 |
| 11 | 0 | N/A | \$50.00 | 7965 | \$398,250.00 | 24895 | \$1,244,750.00 | 75.76\% | 8528355 |
| 12 | 0 | N/A | \$50.00 | 30823 | \$1,541,150.00 | 109952 | \$5,497,600.00 | 78.10\% | 8792215 |
| 13 | 0 | N/A | \$100.00 | 4133 | \$413,300.00 | 14614 | \$1,461,400.00 | 77.95\% | 8775220 |
| 14 | 0 | N/A | \$100.00 | 4134 | \$413,400.00 | 14621 | \$1,462,100.00 | 77.96\% | 8775679 |
| 15 | 0 | N/A | \$100.00 | 2167 | \$216,700.00 | 7774 | \$777,400.00 | 78.20\% | 8803091 |
| 16 | 0 | N/A | \$100.00 | 2311 | \$231,100.00 | 7069 | \$706,900.00 | 75.36\% | 8483515 |
| 17 | 0 | N/A | \$100.00 | 4189 | \$418,900.00 | 14597 | \$1,459,700.00 | 77.70\% | 8746816 |
| 18 | 0 | N/A | \$200.00 | 1649 | \$329,800.00 | 5860 | \$1,172,000.00 | 78.04\% | 8784888 |
| 19 | 0 | N/A | \$200.00 | 1247 | \$249,400.00 | 4378 | \$875,600.00 | 77.83\% | 8761409 |
| 20 | 0 | N/A | \$200.00 | 1141 | \$228,200.00 | 4040 | \$808,000.00 | 77.98\% | 8777857 |
| 21 | 0 | N/A | \$200.00 | 1287 | \$257,400.00 | 3890 | \$778,000.00 | 75.14\% | 8458477 |
| 22 | 0 | N/A | \$500.00 | 1572 | \$786,000.00 | 5483 | \$2,741,500.00 | 77.72\% | 8748668 |
| 23 | 0 | N/A | \$500.00 | 162 | \$81,000.00 | 495 | \$247,500.00 | 75.34\% | 8481263 |
| 24 | 0 | N/A | \$500.00 | 103 | \$51,500.00 | 366 | \$183,000.00 | 78.04\% | 8784741 |
| 25 | 0 | N/A | \$500.00 | 103 | \$51,500.00 | 372 | \$186,000.00 | 78.32\% | 8815969 |
| 26 | 0 | N/A | \$1,000.00 | 31 | \$31,000.00 | 79 | \$79,000.00 | 71.82\% | 8084536 |
| 27 | 0 | N/A | \$1,000.00 | 48 | \$48,000.00 | 154 | \$154,000.00 | 76.24\% | 8582031 |
| 28 | 0 | N/A | \$1,000.00 | 80 | \$80,000.00 | 232 | \$232,000.00 | 74.36\% | 8370552 |
| 29 | 0 | N/A | \$10,000.00 | 12 | \$120,000.00 | 40 | \$400,000.00 | 76.92\% | 8659192 |
| 30 | 0 | N/A | \$10,000.00 | 3 | \$30,000.00 | 17 | \$170,000.00 | 85.00\% | 9568407 |
| 31 | 0 | N/A | \$250,000.00 | 0 | \$0.00 | 3 | \$750,000.00 | 100.00\% | 11256951 |
| 32 | 0 | N/A | \$250,000.00 | 1 | \$250,000.00 | 4 | \$1,000,000.00 | 80.00\% | 9005560 |
|  |  |  | Totals: | 819902 | \$17,999,420.00 | 2,661,097 | \$60,796,670.00 |  |  |



## Interoffice Memo

## Payment Approval

March 30, 2021

The attached invoices) for service is being submitted for approval.

Vendor Name
P.O. Number (if applicable)

Tx Game Name Invoice Number Invoice Amount

Pollard
362-21-9010RL016
Game \#2347 777
8520346
\$662,145.90

The above referenced invoices) 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.

$\frac{3 / 31 / 2021}{\text { Date }}$


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

3/31/2021
Date
$3 / 31 / 2021$
Date

140 Otter Street
Winnipeg, Manitoba
Canada R3T OM8
Phone: (204) 474-2323
Fax: (204) 453-1375

## INVOICE NO.: 8520346



Order name: 777 \#2347
PO Number:

| Product Description | Quantity | Unit Price | Amount |  |
| :--- | ---: | ---: | ---: | ---: |
| Ticket Size $10 \times 4$ | $11,256,950$ | 28.78 | $/ \mathrm{M}$ | $323,975.02$ |
| Four colour process / Spectrum base graphics | $11,256,950$ | 10.00 | M | $112,569.50$ |
| Integrated Overprints / Continuous Image | $11,256,950$ | 10.00 | $/ \mathrm{M}$ | $112,569.50$ |
| Foil stock (10pt) C1S | $11,256,950$ | 9.50 | M | $106,941.02$ |
| Inserts | 1 | $6,090.85$ | Ea | $6,090.85$ |

## Banking Instructions:

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

Delivery:
Prepaid
Tax ID/Contract Number: NA
GST Registration Number: 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 |  |  |  |  | E |  | G | H |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | int |  |  | 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

