

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed

4/5/2016

Game #	1492	Confirmed Packs	2,464
Game Name	Millionaires Club	Active Packs	1,523
Quantity Printed	3,670,000	Warehouse Packs	-
Price Point	\$50	Returned Packs	71
Start Date	4/28/2014	Printed Payout Percentage	77.75%
Top Prize	\$ 7,500,000	Percent Sold	97.28%
Number of Top Prizes Remaining	1	Number of Weeks Out	101

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 433,252	Actual ticket production costs
Prize payout expense	\$ 130,242,088	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 130,675,340

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 178,508,800	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 178,508,800	

Excess of Revenue over Expended \$ 47,833,460

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	\$	791,250
Next week	\$	759,750
Next week	\$	693,150
Avg Weekly Sales Current Game	\$	748,050
Avg Weekly Sales \$20; 4 M Qty*	\$	2,572,436
Percentage Of Variance In Sales		71%

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1492	Printed Payout Percentage	77.75%
Game Name	Millionaires Club	Actual Payout Percentage	72.96%
Percent Sold	97.28%	Number of Weeks Out	101
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			28

*No games were available at the \$50 price point so the \$20 price point was used for this analysis.

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 Bowersock 4/5/16
Instant Product Coordinator Date

[Signature] 4/11/16
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% Sell-through**



Play the Games of Texas!

Da Vinci Report
4/5/16

Week End Date: 4/2/16

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														4/2/16	3/26/16	3/19/16	3/12/16
Sold/Closing	1679	\$5	5,528,175	HOUSTON TEXANS	8/17/15	4/17/16	6/1/16	33	58.57%	678	436	21,973	6,286	\$65,870.00	\$75,195.00	\$89,440.00	\$96,950.00
	1718	\$5	8,422,800	INSTANT JACKPOT!	9/8/15	4/17/16	6/1/16	30	60.12%	561	728	41,755	831	\$141,120.00	\$142,665.00	\$164,285.00	\$173,215.00
	1733	\$5	12,236,475	SUPER LOTERIA	12/7/15			17	95.76%	4,065	1,084	0	785	\$400,460.00	\$572,210.00	\$1,007,305.00	\$1,994,795.00
	1748	\$10	5,040,600	\$250,000 CASH	9/8/15			30	97.37%	1,063	855	0	236	\$275,310.00	\$279,000.00	\$327,080.00	\$412,590.00
	1716	\$10	8,316,800	CASHWORD MULTIPLIER	8/17/15	3/11/16	4/25/16	33	97.41%	373	206	0	1,401	\$104,680.00	\$284,210.00	\$734,960.00	\$1,432,960.00
	1726	\$10	5,617,300	HAPPY HOLIDAYS	10/19/15	2/25/16	4/10/16	24	82.27%	112	36	5,513	12,364	\$18,260.00	\$9,460.00	\$28,310.00	\$67,820.00
	1617	\$20	5,925,875	MONEY MONEY MILLIONAIRE	3/16/15	3/30/16	5/14/16	55	92.84%	5,937	2,588	4,729	190	\$1,185,360.00	\$1,038,560.00	\$1,021,800.00	\$1,076,960.00
	1492	\$50	3,670,000	MILLIONAIRES CLUB	4/28/14			101	97.28%	2,464	1,523	0	71	\$791,250.00	\$759,750.00	\$693,150.00	\$745,000.00

Liability for 1492 / for Life to DateProduct Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 05/21/2013 - 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	29318	\$1,465,900.00	582406	\$29,120,300.00	95.21%	3494108
2	2	N/A	\$70.00	20854	\$1,459,780.00	499047	\$34,933,288.00	95.99%	3522790
3	0	N/A	\$100.00	4006	\$400,600.00	72492	\$7,249,200.00	94.76%	3477811
4	0	N/A	\$100.00	3196	\$319,600.00	88554	\$8,855,400.00	96.52%	3542160
5	0	N/A	\$100.00	3091	\$309,100.00	88705	\$8,870,500.00	96.63%	3546421
6	0	N/A	\$150.00	749	\$112,350.00	22227	\$3,334,050.00	96.74%	3550360
7	0	N/A	\$150.00	160	\$24,000.00	4413	\$661,950.00	96.50%	3541594
8	0	N/A	\$200.00	200	\$40,000.00	4385	\$877,000.00	95.64%	3509912
9	0	N/A	\$200.00	143	\$28,600.00	4434	\$886,800.00	96.88%	3555337
10	0	N/A	\$200.00	144	\$28,800.00	4427	\$885,400.00	96.85%	3554384
11	0	N/A	\$200.00	142	\$28,400.00	4421	\$884,200.00	96.89%	3555790
12	0	N/A	\$500.00	99	\$49,500.00	2649	\$1,324,500.00	96.40%	3537783
13	0	N/A	\$500.00	137	\$68,500.00	4174	\$2,087,000.00	96.82%	3553370
14	0	N/A	\$500.00	147	\$73,500.00	3993	\$1,996,500.00	96.45%	3539688
15	0	N/A	\$500.00	111	\$55,500.00	4020	\$2,010,000.00	97.31%	3571387
16	0	N/A	\$1,000.00	54	\$54,000.00	997	\$997,000.00	94.86%	3481436
17	0	N/A	\$1,000.00	58	\$58,000.00	1321	\$1,321,000.00	95.79%	3515641
18	0	N/A	\$1,000.00	91	\$91,000.00	2052	\$2,052,000.00	95.75%	3514157
19	0	N/A	\$1,000.00	80	\$80,000.00	1994	\$1,994,000.00	96.14%	3528437
20	0	N/A	\$2,000.00	27	\$54,000.00	552	\$1,104,000.00	95.34%	3498860
21	0	N/A	\$2,000.00	21	\$42,000.00	692	\$1,384,000.00	97.05%	3561907
22	0	N/A	\$2,000.00	24	\$48,000.00	712	\$1,424,000.00	96.74%	3550326
23	0	N/A	\$10,000.00	1	\$10,000.00	50	\$500,000.00	98.04%	3598039
24	0	N/A	\$10,000.00	2	\$20,000.00	49	\$490,000.00	96.08%	3526078
25	0	N/A	\$7,500,000.00	1	\$7,500,000.00	2	\$15,000,000.00	66.67%	2446666
Totals:				62856	\$12,421,130.00	1,398,768	\$130,242,088.00		

3,670,000				\$50 TICKETS \$		183,500,000		REVENUE	PRIZE FUND \$	142,663,220		PAYOUT % -	77.75%	
PRIZE LEVEL	PRIZE CODE	TIER CODE	GET:	#OF WAYS		ODDS OF 1 IN:	WINNERS IN	WINNERS IN	WINNERS IN	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS		
				TO WIN:	WIN:		30.58 POOLS	20 (PER PACK*)	120,000 (Per Pool)					
1	1	G	\$50	1	\$50	6.00	611,724	3.334	20,001.875	\$30,586,200	21.44%	LOW TIER 46.95%		
2	2	G	\$70	1	\$70	7.06	519,901	2.833	16,999.488	\$36,393,070	25.51%			
3	0	M	\$100	1	\$100	47.98	76,498	0.417	2,501.297	\$7,649,800	5.36%			
4	0	M	\$50x2	2	\$100	40.00	91,750	0.500	3,000.000	\$9,175,000	6.43%			
5	0	M	\$50D	1	\$100	39.98	91,796	0.500	3,001.504	\$9,179,600	6.43%			
6	0	M	\$50x3	3	\$150	159.73	22,976	0.125	751.259	\$3,446,400	2.42%			
7	0	M	\$50D+\$50	2	\$150	802.54	4,573	0.025	149.526	\$685,950	0.48%			
8	0	M	\$200	1	\$200	800.44	4,585	0.025	149.918	\$917,000	0.64%			
9	0	M	\$50Dx2	2	\$200	801.84	4,577	0.025	149.657	\$915,400	0.64%			
10	0	M	\$100D	1	\$200	802.89	4,571	0.025	149.460	\$914,200	0.64%			
11	0	M	\$50+\$50+\$100	3	\$200	804.30	4,563	0.025	149.199	\$912,600	0.64%			
12	0	M	\$500	1	\$500	1,335.52	2,748	0.015	89.853	\$1,374,000	0.96%	MID TIER 29.06%		
13	0	M	\$50D+\$50D+\$50x6	8	\$500	851.31	4,311	0.023	140.959	\$2,155,500	1.51%			
14	0	M	\$50(10X)	1	\$500	886.47	4,140	0.023	135.368	\$2,070,000	1.45%			
15	0	M	\$50x2+\$100D+\$200	4	\$500	888.40	4,131	0.023	135.074	\$2,065,500	1.45%			
16	0	H	\$1,000	1	\$1,000	3,491.91	1,051	0.006	34.365	\$1,051,000	0.74%			
17	0	H	\$50x20	20	\$1,000	2,661.35	1,379	0.008	45.090	\$1,379,000	0.97%			
18	0	H	\$50Dx2+\$100+\$100D+\$500	5	\$1,000	1,712.55	2,143	0.012	70.071	\$2,143,000	1.50%			
19	0	H	\$100(10X)	1	\$1,000	1,769.53	2,074	0.011	67.815	\$2,074,000	1.45%			
20	0	H	\$2,000	1	\$2,000	6,338.51	579	0.003	18.932	\$1,158,000	0.81%			
21	0	H	\$200(10X)	1	\$2,000	5,147.27	713	0.004	23.313	\$1,426,000	1.00%			
22	0	H	\$50x30+\$500	31	\$2,000	4,986.41	736	0.004	24.065	\$1,472,000	1.03%			
23	0	H	\$10,000	1	\$10,000	71,960.78	51	0.000	1.66757	\$510,000	0.36%			
24	0	H	\$50x6+\$100x12+\$500x9+\$1,000x4	31	\$10,000	71,960.78	51	0.000	1.66757	\$510,000	0.36%	HIGH TIER 23.99%		
25	0	H	\$7,500,000	1	\$7,500,000	1,223,333.33	3 ***	0.000	0.09809	\$22,500,000	15.77%			
						2.51	1,461,624	7.97	47,791.520	\$ 142,663,220	100.00%	100.00%	****	

Note: "D" = DOUBLER
Note: "10X" = 10 TIMES WINNER

Consolidated odds are 1 in:

\$50	6.00	611,724
\$70	7.06	519,901
\$100	14.11	260,044
\$150	133.22	27,549
\$200	200.59	18,296
\$500	239.40	15,330
\$1,000	552.13	6,647
\$2,000	1,809.66	2,028
\$10,000	35,980.39	102
\$7,500,000	1,223,333.33	3
		1,461,624

* Each of the following GLEPS will be used in approximately 16.67% of each pack of 20 tickets.
** Numbers are rounded.
*** This number of prizes is guaranteed delivery to the Lottery
**** Low Tier = \$20, G-Tier = \$25 - \$70, Mid-Tier = \$100 - \$599, High Tier = \$600+ (Used for Validation Purposes)

APPROVED:
TEXAS LOTTERY COMMISSION
DATE

No.	04/05/16				
	Game Name	Game No	Inv No.	Vendor	TLC PO #
	Millionaires Club	1492	19941	PBL	362-13-9009 RL019

Truck #	Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
1	1,783,920	1,783.92	\$115.60	\$206,221.15
2	1,886,080	1,886.08	\$115.60	\$218,030.85
				<u>\$424,252.00</u>
	Delivered	3,670,000		
	Ordered	3,600,000		
	2% under	3,528,000		
	2% over	3,672,000		
	Accetable Range	0		
3	Scratch FX - charge	1.00	\$5,000.00	\$5,000.00
4	Foil stock for 4x4 POS	1.00	\$4,000.00	\$4,000.00
			Total	\$433,252.00

**Instant Ticket Game Analysis
8/25/13-8/29/15**

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point				Print Quantities	Price Point			
	\$1	\$2	\$3	\$5		\$10	\$20	\$25	\$50
< 5M	None	None	None	None	2M	None	Week 17*	None	None
5M-9.99M	Week 21*	Week 20	Week 21*	Week 23	3M	None	Week 12*	None	None
10M-14.99M	Week 18	None	Week 32	Week 28*	4M	Week 15*	Week 28*	None	None
15M-19.99M	None	Week 14*	Week 40*	Week 44	5M	Week 17	Week 53*	None	None
20M-24.99M	Week 29	None	Week 25	Week 40	6M	Week 27	None	None	None
25M-29.99M	Week 24*	None	Week 32*	None	7M	None	None	None	None
30M-34.99M	Week 41	Week 38*	Week 42*	None	8M	Week 11*	None	None	None
>35M	None	None	None	None	>9M	Week 46*	None	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point				Print Quantities	Price Point			
	\$1	\$2	\$3	\$5		\$10	\$20	\$25	\$50
< 5M	None	None	None	None	2M	None	\$2,594,609	None	None
5M-9.99M	\$374,525	\$672,785	\$888,939	\$1,662,696	3M	None	\$5,141,903	None	None
10M-14.99M	\$563,510	None	\$1,254,287	\$1,577,681	4M	\$2,420,727	\$2,572,436	None	None
15M-19.99M	None	\$1,868,863	\$1,056,146	\$1,903,474	5M	\$2,791,527	\$1,645,408	None	None
20M-24.99M	\$670,685	None	\$2,099,544	\$2,268,456	6M	\$1,935,874	None	None	None
25M-29.99M	\$906,926	None	\$1,998,723	None	7M	None	None	None	None
30M-34.99M	\$679,082	\$1,371,324	\$1,878,107	None	8M	\$6,420,059	None	None	None
>35M	None	None	None	None	>9M	\$2,249,003	None	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