

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed 3/8/2016

Game #	1709	Confirmed Packs	1,508
Game Name	Bonus Break the Bank	Active Packs	508
Quantity Printed	8,197,125	Warehouse Packs	2,875
Price Point	\$5	Returned Packs	2,267
Start Date	6/1/2015	Printed Payout Percentage	67.97%
Top Prize	\$ 100,000	Percent Sold	92.88%
Number of Top Prizes Remaining	1	Number of Weeks Out	40

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 237,681	Actual ticket production costs
Prize payout expense	\$ 25,375,380	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 25,613,061

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 38,067,449	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u style="text-align: right;">\$ 38,067,449</u>	

Excess of Revenue over Expended \$ 12,454,388

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	\$		107,200
Next week	\$		118,385
Next week	\$		136,170
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Avg Weekly Sales Current Game	\$		120,585
Avg Weekly Sales \$5; 5-9.99 M Qty	\$		1,662,696
Percentage Of Variance In Sales			93%

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	<input type="text" value="1709"/>	Printed Payout Percentage	<input type="text" value="67.97%"/>
Game Name	<input type="text" value="Bonus Break the Bank"/>	Actual Payout Percentage	<input type="text" value="66.66%"/>
Percent Sold	<input type="text" value="92.88%"/>	Number of Weeks Out	<input type="text" value="40"/>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			<input type="text" value="23"/>

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 3/8/16
Instant Product Coordinator Date

[Signature] 3/9/14
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 **3/8/16**

Week End Date: 3/5/16

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														3/5/16	2/27/16	2/20/16	2/13/16
Mature	1728	\$2	5,133,625	VETERANS CASH	11/2/15			18	79.10%	4,786	2,823	0	223	\$241,504.00	\$241,264.00	\$260,026.00	\$298,244.00
	1783	\$2	7,137,375	WWE	11/16/15			16	45.36%	6,490	3,154	17,180	2,996	\$233,350.00	\$218,004.00	\$256,060.00	\$340,000.00
	1714	\$3	25,338,875	BONUS CASHWORD	7/21/15			33	87.30%	14,149	8,931	0	88	\$2,487,660.00	\$2,452,521.00	\$2,376,975.00	\$2,352,855.00
	1715	\$5	20,354,025	\$100,000 CASHWORD-O-RAMA	9/21/15			24	48.24%	18,245	8,063	109,464	12	\$2,719,950.00	\$2,514,475.00	\$2,370,615.00	\$2,328,170.00
	1693	\$5	15,296,025	\$5 SET FOR LIFE	8/3/15			31	88.18%	10,200	5,946	5,782	15	\$1,190,040.00	\$1,213,715.00	\$1,239,330.00	\$1,363,040.00
	1678	\$5	9,888,975	COWBOYS	8/17/15			29	43.27%	2,143	1,178	67,811	2,786	\$171,350.00	\$200,660.00	\$228,170.00	\$253,190.00
	1768	\$5	8,066,400	HIGH ROLLER	10/19/15			20	74.30%	4,260	2,936	18,132	967	\$667,300.00	\$666,525.00	\$720,310.00	\$807,670.00
	1679	\$5	5,528,175	HOUSTON TEXANS	8/17/15			29	57.39%	2,315	1,043	21,973	4,851	\$133,530.00	\$164,405.00	\$184,750.00	\$196,850.00
	1718	\$5	8,422,800	INSTANT JACKPOT!	9/8/15			26	58.64%	1,736	1,332	42,130	664	\$224,990.00	\$241,570.00	\$277,575.00	\$297,830.00
	1723	\$5	8,528,175	MERRY MONEY	10/5/15			22	81.71%	1,622	883	7,724	9,012	\$196,215.00	\$270,375.00	\$362,295.00	\$556,340.00
	1729	\$5	8,438,925	WLD 10'S	11/2/15			18	73.65%	6,844	4,758	15,490	641	\$881,960.00	\$894,165.00	\$978,415.00	\$1,124,665.00
	1694	\$10	10,399,900	\$10 SET FOR LIFE	8/3/15			31	78.58%	13,632	8,197	19,551	11	\$2,154,580.00	\$2,025,430.00	\$1,920,780.00	\$1,915,040.00
	1644	\$10	28,500,450	\$200,000,000 CASH BLOWOUT	7/21/14			85	61.35%	6,497	4,066	207,264	9	\$1,237,190.00	\$1,097,550.00	\$895,880.00	\$847,700.00
	1630	\$10	12,236,550	SUPER WEEKLY GRAND	7/1/14			88	83.69%	6,331	4,063	27,569	10	\$1,008,190.00	\$885,580.00	\$844,510.00	\$854,370.00
	1713	\$20	6,107,975	\$1,000,000 INSTANT CASHOUT	8/17/15			29	63.10%	16,271	6,363	64,229	15	\$2,182,580.00	\$2,114,940.00	\$2,089,840.00	\$2,159,900.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			42	19.14%	16,203	5,962	1,079,084	14	\$2,190,200.00	\$2,085,820.00	\$2,088,540.00	\$2,140,860.00
	1387	\$20	34,320,175	\$500M EXTREME CASH BLAST	8/13/12			186	51.33%	7,381	2,778	655,005	65	\$1,231,660.00	\$1,165,120.00	\$1,129,000.00	\$1,152,800.00
	1711	\$20	4,160,625	HOLIDAY GAME BOOK	10/5/15			22	72.99%	3,049	1,459	27,001	11,000	\$517,740.00	\$640,100.00	\$848,800.00	\$1,172,320.00
1617	\$20	5,925,875	MONEY MONEY MILLIONAIRE	3/16/15			51	89.19%	8,248	3,487	11,681	32	\$1,199,860.00	\$1,153,280.00	\$1,129,860.00	\$1,163,800.00	
1593	\$50	3,669,860	DIAMOND DOLLARS	5/4/15			44	64.36%	13,925	5,898	43,211	34	\$2,968,800.00	\$2,828,250.00	\$2,862,700.00	\$2,911,950.00	
Out of Warehouse	1786	\$3	6,093,375	LUCKY MULTIPLIER	1/18/16			7	49.36%	14,619	8,374	0	95	\$1,468,860.00	\$1,283,457.00	\$1,410,834.00	\$1,420,560.00
	1747	\$5	7,213,350	\$200,000 DOUBLE PAYDAY	1/18/16			7	65.07%	21,521	9,517	19	34	\$3,108,595.00	\$3,000,655.00	\$3,193,485.00	\$3,426,655.00
	1733	\$5	12,236,475	SUPER LOTERIA	12/7/15			13	89.26%	9,156	5,779	0	128	\$3,714,615.00	\$4,370,060.00	\$4,449,375.00	\$4,392,720.00
Sold/Closing	1751	\$1	7,335,750	FAST CASH	12/7/15			13	90.31%	2,048	1,697	0	126	\$115,093.00	\$141,494.00	\$174,992.00	\$259,512.00
	1722	\$1	12,922,050	SEASON'S GREETINGS	10/5/15			22	90.48%	1,242	605	15	5,328	\$46,185.00	\$55,306.00	\$85,712.00	\$269,121.00
	1682	\$2	14,140,875	10X THE CASH	7/20/15	2/14/16	3/30/16	33	66.06%	152	168	30,478	5,773	\$59,276.00	\$105,936.00	\$186,024.00	\$247,422.00
	1612	\$2	25,691,375	BREAK THE BANK	2/16/15	2/14/16	3/30/16	55	96.76%	129	53	1,324	4,239	\$17,380.00	\$18,722.00	\$42,614.00	\$66,410.00
	1710	\$2	9,276,125	NEON 9S	7/6/15	2/14/16	3/30/16	35	75.52%	97	102	11,598	5,401	\$12,058.00	\$17,394.00	\$59,190.00	\$85,754.00
	1698	\$3	10,058,125	BINGO MANIA	6/1/15	2/14/16	3/30/16	40	96.95%	73	67	0	1,369	\$2,922.00	\$6,243.00	\$46,944.00	\$79,986.00
	1704	\$5	10,298,475	\$100,000 MEGA BINGO	5/18/15	1/21/16	3/6/16	42	88.31%	0	0	1,880	10,617	\$29,975.00	\$48,160.00	\$123,970.00	\$229,050.00
	1687	\$5	10,273,275	20X THE CASH	7/20/15			33	93.67%	4,643	2,659	222	23	\$786,355.00	\$732,745.00	\$759,660.00	\$836,850.00
1709	\$5	8,197,125	BONUS BREAK THE BANK	6/1/15			40	92.88%	1,508	508	2,875	2,267	\$107,200.00	\$118,385.00	\$136,170.00	\$174,125.00	

Liability for 1709 / for Life to Date

Product Status: Active SmartCash Enabled: N/A Validation Range: 04/08/2015 - 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	\$5.00	97438	\$487,190.00	776510	\$3,882,550.00	88.85%	7283213
2	2	N/A	\$10.00	42341	\$423,410.00	449608	\$4,496,080.00	91.39%	7491615
3	3	N/A	\$10.00	35971	\$359,710.00	319197	\$3,191,970.00	89.87%	7366929
4	4	N/A	\$15.00	8807	\$132,105.00	100468	\$1,507,020.00	91.94%	7536479
5	5	N/A	\$15.00	9032	\$135,480.00	100263	\$1,503,945.00	91.74%	7519725
6	6	N/A	\$15.00	5379	\$80,685.00	49291	\$739,365.00	90.16%	7390607
7	7	N/A	\$20.00	2189	\$43,780.00	25153	\$503,060.00	91.99%	7540863
8	8	N/A	\$20.00	2227	\$44,540.00	25056	\$501,120.00	91.84%	7528027
9	9	N/A	\$20.00	2596	\$51,920.00	24811	\$496,220.00	90.53%	7420690
10	0	N/A	\$50.00	1517	\$75,850.00	18975	\$948,750.00	92.60%	7590300
11	0	N/A	\$50.00	2482	\$124,100.00	31667	\$1,583,350.00	92.73%	7601345
12	0	N/A	\$50.00	1623	\$81,150.00	20245	\$1,012,250.00	92.58%	7588750
13	0	N/A	\$50.00	2088	\$104,400.00	19804	\$990,200.00	90.46%	7415305
14	0	N/A	\$100.00	415	\$41,500.00	4665	\$466,500.00	91.83%	7527477
15	0	N/A	\$100.00	419	\$41,900.00	4706	\$470,600.00	91.82%	7526960
16	0	N/A	\$100.00	410	\$41,000.00	4710	\$471,000.00	91.99%	7540714
17	0	N/A	\$100.00	540	\$54,000.00	4624	\$462,400.00	89.54%	7339950
18	0	N/A	\$500.00	7	\$3,500.00	67	\$33,500.00	90.54%	7421721
19	0	N/A	\$500.00	15	\$7,500.00	182	\$91,000.00	92.39%	7572978
20	0	N/A	\$500.00	50	\$25,000.00	643	\$321,500.00	92.78%	7605701
21	0	N/A	\$500.00	8	\$4,000.00	131	\$65,500.00	94.24%	7725348
22	0	N/A	\$1,000.00	2	\$2,000.00	67	\$67,000.00	97.10%	7959527
23	0	N/A	\$1,000.00	5	\$5,000.00	64	\$64,000.00	92.75%	7603130
24	0	N/A	\$1,000.00	5	\$5,000.00	64	\$64,000.00	92.75%	7603130
25	0	N/A	\$7,500.00	1	\$7,500.00	19	\$142,500.00	95.00%	7787268
26	0	N/A	\$100,000.00	1	\$100,000.00	13	\$1,300,000.00	92.86%	7611616
			Totals:	215568	\$2,482,220.00	1,981,003	\$25,375,380.00		

Prize Structure
 TEXAS LOTTERY
 GAME NO. 1709 "BONUS BREAK THE BANK"
 2/3/2015 - VERSION A

Order Quantity: 8,197,125 Pack Size: 75 Pool Size: 120,000 Winners: 2,196,571 Prize Fund: \$27,857,600.00
 Price Point: \$5.00 Packs/Game: 109,295 Number of Pools: 68.31 Non-winners: 6,000,554 Payout: 67.97%
 Revenue: \$40,985,625.00 Packs/Pool: 1,600 Overall Odds: 3.7318

ORIGINAL ORDER

Lin	Wins	Get	Win	Value	Odds (1 in)	Pack	Winners			Total Prize Cost	% Prize			
							Pool	Total	% Prize					
Low Tiers														
01	1	\$5	\$5	\$5.00	9.3794	8.00	12,800.00	873,948	\$4,369,740.00	15.69%				
02	2	\$5 x 2	\$10	\$10.00	16.6626	4.50	7,200.00	491,949	\$4,919,490.00	17.66%	873,948			
03	1	\$10	\$10	\$10.00	23.0796	3.25	5,200.00	355,168	\$3,551,680.00	12.75%	491,949			
							Total (10.00):	9,6765	7.75	12,400.00	847,117	\$8,471,170.00	30.41%	355,168
04	3	\$5 x 3	\$15	\$15.00	75.0137	1.00	1,600.00	109,275	\$1,639,125.00	5.88%	109,275			
05	2	\$5 + \$10	\$15	\$15.00	75.0000	1.00	1,600.00	109,295	\$1,639,425.00	5.89%	109,295			
06	1	\$15	\$15	\$15.00	149.9383	0.50	800.00	54,670	\$820,050.00	2.94%	54,670			
							Total (15.00):	29,997	2.50	4,000.00	273,240	\$4,098,600.00	14.71%	
07	3	\$5 x 2 + \$10	\$20	\$20.00	299.7998	0.25	400.00	27,342	\$546,840.00	1.96%	27,342			
08	2	\$10 x 2	\$20	\$20.00	300.4481	0.25	400.00	27,283	\$545,660.00	1.96%	27,283			
09	1	\$20	\$20	\$20.00	299.0887	0.25	400.00	27,407	\$548,140.00	1.97%	27,407			
							Total (20.00):	99,925	0.75	1,200.00	82,032	\$1,640,640.00	5.89%	
							Total (Low Tiers):	3,9475	19.00	30,400.00	3,076,337	\$18,580,150.00	66.70%	
Mid Tiers														
10	4	\$5 + \$10 + \$15 + \$20	\$50	\$50.00	400.0159	0.19	300.00	20,492	\$1,024,600.00	3.68%	20,492			
11	6	\$5 x 2 + \$10 x 4	\$50	\$50.00	240.0400	0.31	500.00	34,149	\$1,707,450.00	6.13%	34,149			
12	8	\$10 x 2 + \$5 x 6	\$50	\$50.00	374.8457	0.20	320.00	21,868	\$1,093,400.00	3.92%	21,868			
13	1	\$50	\$50	\$50.00	374.4347	0.20	320.00	21,892	\$1,094,600.00	3.93%	21,892			
							Total (50.00):	83,3033	0.90	1,440.00	98,401	\$4,920,050.00	17.66%	
14	5	\$5 + \$10 + \$15 + \$20 + \$50	\$100	\$100.00	1613.6073	0.05	75.00	5,080	\$508,000.00	1.82%	5,080			
15	9	\$10 x 8 + \$20	\$100	\$100.00	1599.4390	0.05	75.00	5,125	\$512,500.00	1.84%	5,125			
16	5	\$20 x 5	\$100	\$100.00	1601.0010	0.05	75.00	5,120	\$512,000.00	1.84%	5,120			
17	1	\$100	\$100	\$100.00	1587.3596	0.05	75.00	5,164	\$516,400.00	1.85%	5,164			
							Total (100.00):	400,0744	0.19	300.00	20,489	\$2,048,900.00	7.35%	
18	15	\$25 x 10 + \$50 x 5	\$500	\$500.00	110771.9595	0.00	1.00	74	\$37,000.00	0.13%	74			
19	10	\$50 x 10	\$500	\$500.00	41609.7716	0.00	3.00	197	\$98,500.00	0.35%	197			
20	5	\$100 x 5	\$500	\$500.00	11828.4632	0.01	10.00	693	\$346,500.00	1.24%	693			
21	1	\$500	\$500	\$500.00	58972.1223	0.00	2.00	139	\$69,500.00	0.25%	139			
							Total (500.00):	7431.6636	0.01	16.00	1,103	\$551,500.00	1.98%	
							Total (Mid Tiers):	68,3134	1.10	1,756.00	119,923	\$7,326,450.00	27.00%	
High Tiers														
22	16	\$25 x 10 + \$50 x 5 + \$500	\$1,000	\$1,000.00	118798.9130	0.00	1.00	69	\$69,000.00	0.25%	69			
23	10	\$100 x 10	\$1,000	\$1,000.00	118798.9130	0.00	1.00	69	\$69,000.00	0.25%	69			
24	1	\$1,000	\$1,000	\$1,000.00	118798.9130	0.00	1.00	69	\$69,000.00	0.25%	69			
							Total (1,000.00):	39599.6377	0.00	3.00	207	\$207,000.00	0.74%	
25	1	\$7,500	\$7,500	\$7,500.00	409856.2500	0.00	0.30	20	\$150,000.00	0.54%	20			
* 26	1	\$100,000	\$100,000	\$100,000.00	585508.9286	0.00	0.21	14	\$1,400,000.00	5.03%	14			
							Total (High Tiers):	34012.9933	0.00	3.31	241	\$1,757,000.00	6.31%	
							Total:	3,7316	20.10	32,159.51	2,196,571	\$27,857,600.00	100.00%	

SHIPMENT # 1-3 COMPLETE POOLS # 1 - 82	8,197,125
	873,948
	491,949
	355,168
	109,275
	109,295
	54,670
	27,342
	27,283
	27,407
	20,492
	34,149
	21,868
	21,892
	5,080
	5,125
	5,120
	5,164
	74
	197
	693
	139
	69
	69
	69
	20
	14

* Exact quantity to be delivered to the lottery.

There will be no more than 22 winners per pack.

No.	03/08/16				
	Game Name	Game No	Inv No.	Vendor	TLC PO #
	Bonus Break The Bank	1709	1016957	SGI	362-15-9204 RL015

Truck #	Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
1	2,912,250	2,912.25	\$29.02	\$84,513.50
2	2,718,675	2,718.68	\$29.02	\$78,895.95
3	2,566,200	2,566.20	\$29.02	\$74,471.12
				<u>\$237,880.57</u>

Delivered	8,197,125
Ordered	8,040,000

2% under	7,879,200
2% over	8,200,800

Accetable Range	0
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4	Less Sanction memo dated 3/26/15	1.00	\$200.00	\$200.00
			Total	\$237,680.57

**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