

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed

1/9/2017

Game #	1753	Confirmed Packs	10,792
Game Name	100X the Cash	Active Packs	4,773
Quantity Printed	8,191,950	Warehouse Packs	-
Price Point	\$20	Returned Packs	47
Start Date	4/4/2016	Printed Payout Percentage	74.87%
Top Prize	\$ 2,500,000	Percent Sold	94.82%
Number of Top Prizes Remaining	0	Number of Weeks Out	40

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 268,204	Actual ticket production costs
Prize payout expense	\$ 116,161,460	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 116,429,664

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 155,352,140	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u><u>\$ 155,352,140</u></u>	

Excess of Revenue over Expended **\$ 38,922,475**

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	\$	2,696,660
Next week	\$	3,268,580
Next week	\$	3,467,500
Avg Weekly Sales Current Game	\$	3,144,247
Avg Weekly Sales \$20; 9M Qty*	\$	4,464,715
Percentage Of Variance In Sales		30%