

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**SUMMARY REPORT**

**Scratch Ticket Information**

Date Completed 7/5/2017

Game #	1775	Confirmed Packs	3,400
Game Name	Royal Riches	Active Packs	1,548
Quantity Printed	7,311,375	Warehouse Packs	1,162
Price Point	\$2	Returned Packs	2,137
Start Date	1/16/2017	Printed Payout Percentage	64.98%
Top Prize	\$ 30,000	Percent Sold	82.68%
Number of Top Prizes Remaining	2	Number of Weeks Out	24

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 164,798	Actual ticket production costs
Prize payout expense	\$ 7,329,854	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs** \$ 7,494,652

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 12,090,090	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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**Total Estimated Benefits** \$ 12,090,090

**Excess of Revenue over Expended** \$ 4,595,438

**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	\$	120,806
Next week	\$	148,198
Next week	\$	168,428

Avg Weekly Sales Current Game \$ 145,811

Avg Weekly Sales \$2; 5M-9.99M Qty \$ 691,115

**Percentage Of Variance In Sales** 79%

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**RECOMMENDATION AND APPROVALS**

**Instant Ticket Information**

Game #	1775	Printed Payout Percentage	64.98%
Game Name	Royal Riches	Actual Payout Percentage	60.63%
Percent Sold	82.68%	Number of Weeks Out	24
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run			21

**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)

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*Dale Boussoch*      7/5/17  
Instant Product Coordinator      Date

*Levi McCoy for PT*      7/5/17  
Products Manager      Date

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

*[Signature]*      7/10/17  
Lottery Operations Division Director      Date

*Kathy Ryna*      7/10/17  
Controller      Date

*[Signature]*      7/10/17  
Executive Director      Date

## McCoy, Rene

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**From.** Tirloni, Robert  
**Sent** Wednesday, June 28, 2017 8:35 AM  
**To.** Andrade, Aura, Bowersock, Dale, Briones, Angela, Burrola, Jessica, Edwards, Teresa, Hendrix, Andrea, McCoy, Rene, Robbins, Lee, Russ, Will, Smith, Ami, Terrell, Julie, Thomas, Lyndi, Tirloni, Robert, Daniel, Conchita  
**Cc.** Austin, Casey, Pyka, Kathy, Stuckey, Kelly, Anger, Michael, Bland, Angie; Mendoza, Merry Page, Ray; Rogers, Ed  
**Subject** R Tirloni out of office -- June 28 - July 10  
**Follow Up Flag.** Follow up  
**Flag Status.** Flagged

I will be out of the office returning on Monday, July 10. The signature authority schedule is below.

June 28 – June 30 Rene' McCoy  
July 3: Dale Bowersock  
July 5 – 7 Rene' McCoy

Casey, please set Rene' up for ereq approval. You don't have to worry about switching it to Dale for one day. Thanks.

**Robert Tirloni**  
**Products and Drawings Manager**  
Texas Lottery Commission  
512-344-5406


Play the Games of Texas!

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**Da Vinci Report** 7/3/17

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**Week End Date: 7/1/17**

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														7/1/17	6/24/17	6/17/17	6/10/17
Mature	1823	\$2	21,536,125	10X THE CASH	12/19/16			28	79.06%	10,367	5,050	16,529	39	\$541,256.00	\$562,190.00	\$621,600.00	\$652,520.00
	1699	\$2	7,306,500	BIG CASH MONEY	3/6/17			17	81.49%	3,432	2,344	313	1,684	\$218,064.00	\$267,384.00	\$311,046.00	\$358,844.00
	1775	\$2	7,311,375	ROYAL RICHES	1/16/17			24	82.68%	3,400	1,548	1,162	2,137	\$120,806.00	\$148,198.00	\$168,428.00	\$213,156.00
	1793	\$2	38,037,250	WEEKLY GRAND	9/19/16			41	55.68%	14,147	8,902	108,931	11	\$830,536.00	\$821,574.00	\$798,182.00	\$871,128.00
	1868	\$3	35,655,625	BONUS CASHWORD	3/6/17			17	34.96%	19,049	6,967	156,003	4	\$1,888,623.00	\$2,006,808.00	\$2,111,010.00	\$2,271,768.00
	1806	\$3	41,524,725	TEXAS LOTERIA	3/14/17			16	16.17%	24,812	9,134	425,381	9	\$1,413,057.00	\$1,433,622.00	\$1,467,189.00	\$1,538,922.00
	1799	\$5	20,213,625	\$100,000 SUPER CASHWORD	7/18/16			50	78.17%	10,715	4,795	40,773	7	\$1,083,175.00	\$1,162,950.00	\$1,141,760.00	\$1,220,670.00
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16			67	48.99%	4,580	2,446	163,794	5	\$444,105.00	\$490,765.00	\$490,660.00	\$545,135.00
	1790	\$5	20,391,825	100,000 MEGA BINGO	1/18/16			76	84.58%	9,953	5,251	24,117	9	\$806,240.00	\$806,830.00	\$834,960.00	\$869,235.00
	1824	\$5	23,982,375	20X THE CASH	12/19/16			28	59.75%	9,833	4,303	112,003	28	\$979,610.00	\$1,084,525.00	\$1,125,670.00	\$1,240,400.00
	1808	\$5	18,320,550	BONUS BREAK THE BANK	11/7/16			34	60.14%	12,758	6,561	75,410	6	\$1,180,335.00	\$1,174,520.00	\$1,181,920.00	\$1,285,110.00
	1835	\$5	8,420,025	CASH FORTUNE	3/20/17			15	50.41%	8,412	3,965	40,360	134	\$581,055.00	\$640,370.00	\$751,140.00	\$825,940.00
	1752	\$5	7,339,425	CASH MULTIPLIER	2/6/17			21	77.90%	4,071	2,178	10,762	1,727	\$325,270.00	\$344,805.00	\$390,005.00	\$447,810.00
	1755	\$5	7,217,775	EASY MONEY	3/8/17			16	51.44%	5,414	2,929	32,291	2,045	\$433,535.00	\$464,910.00	\$579,720.00	\$613,650.00
	1831	\$5	8,442,750	LUCKY 7 FLIP MULTIPLIER	2/20/17			19	79.69%	5,458	3,081	9,867	1,081	\$471,820.00	\$514,830.00	\$582,685.00	\$680,690.00
	1833	\$5	8,165,775	LUCKY NO 7	3/6/17			17	81.26%	6,239	3,314	7,412	167	\$693,310.00	\$769,425.00	\$926,355.00	\$1,127,260.00
	1807	\$5	40,880,700	SUPER LOTERIA	12/5/16			30	49.08%	23,668	9,362	238,126	4	\$3,267,405.00	\$3,227,275.00	\$3,206,725.00	\$3,354,195.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			48	49.50%	7,940	3,361	274,358	36	\$1,206,190.00	\$1,274,870.00	\$1,351,870.00	\$1,441,560.00
	1827	\$10	15,280,500	50X THE CASH	1/3/17			26	66.70%	17,045	6,660	74,381	22	\$2,129,670.00	\$2,302,070.00	\$2,508,520.00	\$2,621,850.00
	1866	\$10	12,158,400	CASHWORD MULTIPLIER	12/5/16			30	84.50%	17,906	6,773	8,341	8	\$3,006,460.00	\$3,072,430.00	\$3,065,090.00	\$3,218,580.00
	1867	\$10	15,298,150	MEGA LOTERIA	2/6/17			21	62.86%	24,322	8,346	75,422	11	\$3,643,910.00	\$3,729,540.00	\$3,726,450.00	\$3,972,920.00
	1834	\$10	9,676,300	WILLY WONKA GOLDEN TICKET	3/20/17			15	75.23%	27,521	7,119	8,415	162	\$1,831,180.00	\$2,051,000.00	\$2,412,970.00	\$3,081,600.00
	1764	\$20	6,112,700	\$1,000,000 RICHES	8/15/16			46	66.84%	5,647	3,067	69,932	70	\$665,060.00	\$707,080.00	\$671,900.00	\$721,100.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			111	31.20%	5,616	2,546	929,162	37	\$832,900.00	\$813,760.00	\$830,080.00	\$817,480.00
	1387	\$20	34,320,175	\$500M EXTREME CASH BLAST	8/13/12			255	63.22%	5,940	2,612	493,074	87	\$871,900.00	\$798,100.00	\$834,900.00	\$828,000.00
	1829	\$20	9,107,450	100X THE CASH	1/16/17			24	59.77%	19,479	7,980	114,181	14	\$3,132,980.00	\$3,047,880.00	\$3,110,480.00	\$3,241,380.00
	1853	\$20	7,203,050	MONEY	3/8/17			16	43.91%	17,348	6,801	132,558	22	\$2,687,440.00	\$2,673,480.00	\$2,757,980.00	\$2,810,680.00
	1779	\$20	8,076,320	SUPER BREAK THE BANK	10/3/16			39	60.68%	8,391	2,627	142,849	422	\$644,480.00	\$707,840.00	\$799,300.00	\$1,017,400.00
	1822	\$20	5,139,100	WINNERS GALORE	12/5/16			30	36.64%	2,547	1,436	123,212	1,156	\$268,040.00	\$298,180.00	\$327,520.00	\$374,040.00
	1832	\$50	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16			37	51.86%	6,262	2,761	76,605	71	\$1,331,900.00	\$1,257,850.00	\$1,302,350.00	\$1,339,300.00
	1756	\$50	3,666,680	HIGH ROLLER CASINO ACTION	4/18/16			63	56.40%	1,589	755	76,450	72	\$302,400.00	\$329,300.00	\$339,250.00	\$356,800.00
Out of Wareh	1875	\$1	9,011,250	ACES HIGH	4/17/17			11	65.16%	11,180	7,412	61	25	\$432,673.00	\$473,207.00	\$531,499.00	\$592,984.00

Liability for 1775 / for Life to Date

Product Status: Active SmartCash Enabled: N/A Validation Range: 10/11/2016 - 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	\$2 00	213882	\$427,764 00	604992	\$1,209,984 00	73 88%	5401714
2	2	N/A	\$5 00	158232	\$791,160 00	504710	\$2,523,550 00	76 13%	5566284
3	3	N/A	\$10 00	26835	\$268,350 00	90201	\$902,010 00	77 07%	5634961
4	4	N/A	\$10 00	11438	\$114,380 00	47002	\$470,020 00	80 43%	5880377
5	5	N/A	\$10 00	11958	\$119,580 00	46620	\$466,200 00	79 59%	5818845
6	6	N/A	\$20 00	2163	\$43,260 00	7576	\$151,520 00	77 79%	5687542
7	7	N/A	\$20 00	1839	\$36,780 00	7858	\$157,160 00	81 04%	5924799
8	8	N/A	\$20 00	1855	\$37,100 00	7884	\$157,680 00	80 95%	5918767
9	9	N/A	\$20 00	1900	\$38,000 00	7863	\$157,260 00	80 54%	5888491
10	0	N/A	\$30 00	569	\$17,070 00	2472	\$74,160 00	81 29%	5943347
11	0	N/A	\$30 00	595	\$17,850 00	2459	\$73,770 00	80 52%	5886925
12	0	N/A	\$30 00	609	\$18,270 00	2142	\$64,260 00	77 86%	5692826
13	0	N/A	\$50 00	397	\$19,850 00	1428	\$71,400 00	78 25%	5720900
14	0	N/A	\$50 00	340	\$17,000 00	1476	\$73,800 00	81 28%	5942505
15	0	N/A	\$60 00	289	\$17,340 00	1233	\$73,980 00	81 01%	5923078
16	0	N/A	\$100 00	196	\$19,600 00	783	\$78,300 00	79 98%	5847606
17	0	N/A	\$100 00	191	\$19,100 00	786	\$78,600 00	80 45%	5882027
18	0	N/A	\$100 00	166	\$16,600 00	809	\$80,900 00	82 97%	6066566
19	0	N/A	\$100 00	199	\$19,900 00	773	\$77,300 00	79 53%	5814498
20	0	N/A	\$100 00	186	\$18,600 00	790	\$79,000 00	80 94%	5918018
21	0	N/A	\$120 00	252	\$30,240 00	975	\$117,000 00	79 46%	5809772
22	0	N/A	\$1,000 00	4	\$4,000 00	12	\$12,000 00	75 00%	5483531
23	0	N/A	\$30,000 00	2	\$60,000 00	6	\$180,000 00	75 00%	5483531
Totals				434097	\$2,171,794 00	1,340,850	\$7,329,854.00		

NO OF TICKETS. (+/-2%)  
 NO POOLS  
 PACK SIZE  
 PACKS/POOL  
 PACKS/GAME

7,311,375  
 30 46  
 125  
 1 920  
 58,491

Minimum. 7,056 000  
 Maximum 7,344 000

TEXAS LOTTERY COMMISSION  
 "ROYAL RICHES" - GAME NO 1775  
 END OF PRODUCTION PRIZE STRUCTURE  
 27-Sep-16

VERSION A

7,311 375      \$2 TICKETS      \$14,622 750      REVENUE      PRIZE FUND      \$9 501 648      PAYOUT %      64.98%

PRIZE TIER	PRIZE LEVEL REFERENCE NUMBER	TIER CODE	GET	#OF WAYS		ODDS OF 1 IN	WINNERS IN 30 POOLS	WINNERS IN 125 (PER PACK*)	WINNERS IN 240 000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
				TO WIN	WIN							
1	1	L	\$2	1	\$2	8.93	818,874	14.00	26880.000	\$1,637,748	17.236%	
2	2	L	\$5	1	\$5	11.03	662,942	11.33	21761.444	\$3,314,710	34.886%	
3	3	L	\$10	1	\$10	62.47	117,036	2.00	3841.773	\$1,170,360	12.317%	
4	4	L	\$2x5	5	\$10	125.11	58,440	1.00	1918.326	\$584,400	6.151%	
5	5	L	\$5x2	2	\$10	124.81	58,578	1.00	1922.856	\$585,780	6.165%	
6	6	L	\$20	1	\$20	750.73	9,739	0.17	319.688	\$194,780	2.050%	
7	7	L	\$2x10	10	\$20	753.98	9,697	0.17	318.309	\$193,940	2.041%	
8	8	L	\$5x4	4	\$20	750.73	9,739	0.17	319.688	\$194,780	2.050%	LOW TIER
9	9	L	\$5x2 + \$10	3	\$20	748.89	9,763	0.17	320.476	\$195,260	2.055%	84.95%
10	0	M	\$15x2	2	\$30	2,404.27	3,041	0.05	100.000	\$91,230	0.960%	
11	0	M	\$5x4 + \$10	5	\$30	2,394.03	3,054	0.05	100.000	\$91,620	0.964%	
12	0	M	\$30	1	\$30	2,657.72	2,751	0.05	90.000	\$82,530	0.869%	
13	0	M	\$50	1	\$50	4,006.23	1,825	0.03	60.000	\$91,250	0.960%	
14	0	M	\$2x5+\$10x2+\$20	8	\$50	4,026.09	1,816	0.03	60.000	\$90,800	0.956%	
15	0	M	\$5"WA"	1	\$60	4,803.79	1,522	0.03	50.000	\$91,320	0.961%	
16	0	M	\$100	1	\$100	7,468.21	979	0.02	32.000	\$97,900	1.030%	
17	0	M	\$20x5	5	\$100	7,483.50	977	0.02	32.000	\$97,700	1.028%	
18	0	M	\$10 + \$15x2 + \$30x2	5	\$100	7,498.85	975	0.02	32.000	\$97,500	1.026%	
19	0	M	\$5x4+\$10x8	12	\$100	7,521.99	972	0.02	32.000	\$97,200	1.023%	
20	0	M	\$10x6+\$20x2	8	\$100	7,491.16	976	0.02	32.000	\$97,600	1.027%	MID TIER
21	0	M	\$10"WA"	1	\$120	5,958.74	1,227	0.02	40.000	\$147,240	1.550%	12.35%
22	0	H	\$1,000	1	\$1,000	456,960.94	16		0.525	\$16,000	0.168%	HIGH TIER
23	0	H	\$30,000	1	\$30,000	913,921.88	8 ***		0.263	\$240,000	2.526%	2.69%
						4 12	1 774 947	30 35	58,263	\$ 9,501 648	100.00%	100 00%

Note "WA" = WIN ALL 12 PRIZES by revealing a "DIAMOND" Play Symbol

Consolidated odds are 1 in.

\$2	8.93	818,874
\$5	11.03	662,942
\$10	31.24	234,054
\$20	187.77	38,938
\$30	826.52	8,846
\$50	2,008.07	3,641
\$60	4,803.79	1,522
\$100	1,498.54	4,879
\$120	5,958.74	1,227
\$1 000	456,960.94	16
\$30 000	913,921.88	8
		1 774 947

\* Each of the following GLEPS will be used in approximately 16.7% of each pack  
 \*\* Numbers are rounded.  
 \*\*\* This exact number of prizes is guaranteed delivery to the Lottery

No

10/20/16

Game Name	Game No	Inv No	Vendor	TLC PO #
Royal Riches	1775	8502363	PBL	362-17-9010 RL001

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
7,311,375	7,311.38	\$22.54	\$164,798.39
Delivered			\$164,798.39
Ordered			
2% under	7,056,000		
2% over	7,344,000		
Accetable Range	0		
		Total	\$164,798.39

**Scratch Ticket Game Analysis**  
2/22/15-2/25/17

**Average Number of Weeks for 85% Average Sell Through**

Print Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9 99M	Week 11	Week 21	Week 17	Week 19
10M-14 99M	Week 19	None	Week 26*	Week 26
15M-19 99M	None	Week 21*	None	Week 32
20M-24 99M	Week 35*	None	Week 26	Week 42*
25M-29 99M	Week 33*	Week 36*	Week 33*	None
30M-34.99M	None	None	None	Week 39*
>35M	None	None	Week 48*	None

Print Quantities	Price Point		
	\$10	\$20	\$50
2M	None	None	None
3M	None	None	None
4M	None	None	None
5M	Week 20	Week 47*	None
6M	Week 23*	None	None
7M	None	None	None
8M	Week 19	Week 34*	None
>9M	Week 30	Week 52*	None

**Average Weekly Dollar Sales at 85% Average Sell Through**

Print Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9 99M	\$677,452	\$691,115	\$1,048,153	\$1,846,165
10M-14.99M	\$529,420	None	\$995,703	\$2,330,999
15M-19.99M	None	\$1,273,552	None	\$2,177,203
20M-24.99M	\$551,431	None	\$2,048,240	\$2,091,160
25M-29.99M	\$665,806	\$1,198,731	\$2,010,942	None
30M-34 99M	None	None	None	\$3,329,657
>35M	None	None	\$1,875,795	None

Print Quantities	Price Point		
	\$10	\$20	\$50
2M	None	None	None
3M	None	None	None
4M	None	None	None
5M	\$2,437,509	\$2,150,202	None
6M	\$2,289,667	None	None
7M	None	None	None
8M	\$4,563,190	\$4,102,734	None
>9M	\$3,308,551	\$3,358,044	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