# TEXAS LOTTERY COMMISSION Scratch Ticket Game Closing Analysis SUMMARY REPORT

Scratch Ticket Information		Date Completed	2/6/2017
Game #	1782	Confirmed Packs	5,477
Game Name	Crazy Cash	Active Packs	3,884
Quantity Printed	8,369,025	Warehouse Packs	41,705
Price Point	\$5	Returned Packs	472
Start Date	9/19/2016	Printed Payout Percentage	68 00%
Top Prize	\$ 100,000	Percent Sold	52 63%
Number of Top Prizes Remaining	5	Number of Weeks Out	20

Current Game Sales Analysis									
TANGIBLE COSTS									
Expenditure Impact:									
Cost to print tickets	\$	-	Actual ticket production costs						
Prize payout expense	\$	14,536,975	Data from Instant Ticket Tier Liability screen in ES						
Estimated Direct Costs	\$	14,536,975							
TANGIBLE BENEFITS									
Revenue Impact:									
Estimated sales	\$	22,023,089	Based on # of tkts printed, times % sold from DaVinci report, times the price point						
Total Estimated Benefits	\$	22,023,089							
Excess of Revenue over Expended	\$	7,486,114							

### 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 W	eeks Sales from DaVinci	
Most recent week sales	\$	528,690
Next week	\$	499,780
Next week 』 ※ 달라를 하는 것은 도로		565,830
Avg Weekly Sales Current Game	\$	531,433
Avg Weekly Sales \$5, 5M - 9 99M Qty	\$	1,964,653
Percentage Of Variance In Sales		73%

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

#### Instant Ticket Information

Instant Ticket Inform	ation		
Game #	1782	Printed Payout Percentage	68 00%
Game Name	Crazy Cash	Actual Payout Percentage	66 01%
Percent Sold	52.63%	Number of Weeks Out	20
Average # of Weeks for 85	% Sell-through for Same Price Poi	nt Game With Similar Print Run	18
Recommendation			
Based on the findings	in this Summary Report, I am reco	mmending closing the above game	<b>3</b> .
I am recommending cl	osing the above game based on th	ne below business reason(s)	
Val Downson	le 2/1e/17		
Instant Product Coordinator	Date		
Pfur	2/9/17		
Products Manager	Date		
By signing below, I agree wi	th the recommendation of the Proc	ducts Department Staff to close the	above game.
<i>i</i> 0 )	\ \		

Kaong Ryna 2/14/17
Controller Date

2/15/17

Lottery Operations Division Director Date

Executive **P**irector

Date

\* Play the Games of Texas! \*

Da Vinci Report 2/6/17

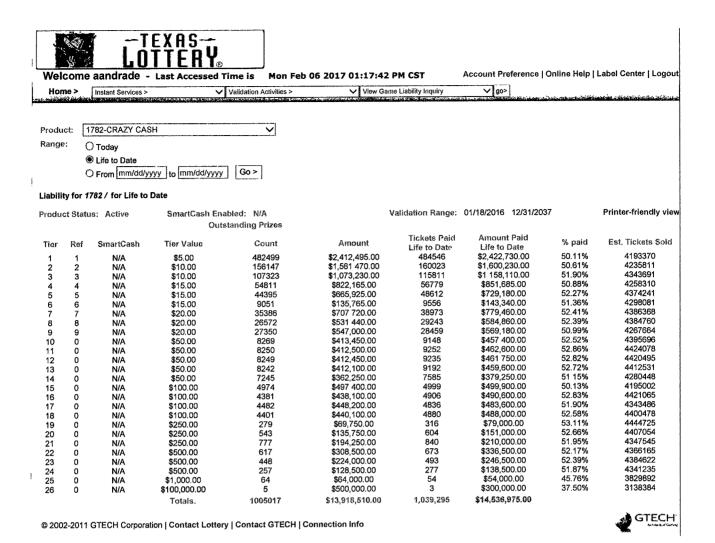
Week End Date:2/4/17

**Net Sales** Product Line Game Tix Run Name Start Call Close % Sold Confirmed Wks Return Active Ware 2/4/17 1/28/17 1/21/17 1/14/17 Mature 1811 \$5 8,192,325 \$100,000 CASH 9/6/16 22 86.38% 5.908 4.000 3.596 29 \$717,655.00 \$711,750.00 \$776,315.00 \$822,725.00 7/18/16 1799 \$5 20.213.625 \$100,000 SUPER CASHWORD 29 49 83% 15,822 7 421 109,635 18 \$1,611,035.00 \$1,544,225.00 \$1,563,945.00 \$1,673,400.00 1794 \$5 25,316,700 \$5 SET FOR LIFE 3/21/16 46 37.62% 7 104 3.820 197.734 \$694 835 00 \$567,405,00 \$538,515 00 \$587,905.00 1790 \$5 20,391,825 100,000 MEGA BINGO 1/18/16 55 11,976 64.80% 6,656 75,029 17 \$1,084,960.00 \$1,000,575.00 \$992,585.00 \$1,041 115.00 1776 \$5 9,894,750 COWBOYS 8/1/16 27 52.40% 5.540 4.109 51.905 94 \$459,785,00 \$493 595 00 \$582 870 00 \$666,320,00 1782 \$5 8,369,025 CRAZY CASH 9/19/16 20 52.63% 5,477 3,884 41,705 472 \$528,690.00 \$499,780.00 \$565,830.00 \$635,620.00 **\$**5 1815 7,649,475 GARLAND RICHES 10/17/16 16 87.28% 4,361 3,594 0 2.819 \$629,635,00 \$778,175.00 \$1,047,000.00 \$640.830.00 1813 \$5 8,420,625 HIT THE JACKPOT 10/3/16 54.83% 18 6,933 4,828 37,092 201 \$655,355.00 \$662,150.00 \$670,465.00 \$740,330.00 \$5 1777 5,529,750 HOUSTON TEXANS 8/1/16 27 55.91% 3,140 1.907 26.193 557 \$202,150.00 \$201,565.00 \$233,030.00 \$239,705.00 1759 \$10 28,632,550 \$200 MILLION PAYOUT 8/1/16 27 35 62% 15,486 7,598 343,213 27 \$2,312,980.00 \$2,035,070.00 \$2,005,640.00 \$2,110,030.00 1764 \$20 25 6,112,700 \$1,000,000 RICHES 8/15/16 47.89% \$1,462,660.00 \$1,253,220.00 \$1,370,320.00 \$1,598,980.00 14,133 6,141 104,801 18 1671 \$20 34,144,650 \$500,000,000 CASH 5/18/15 90 28 09% 6,174 2,778 971 491 26 \$941,360.00 \$850,860.00 \$870,700.00 \$982,980.00 1387 \$20 34,320,175 \$500M EXTREME CASH BLAST 8/13/12 234 60.07% 8,321 3,124 533,226 79 \$977 700.00 \$859,180.00 \$914 220 00 \$970 240 00 1734 \$20 5,908,875 MILLIONAIRE'S CLUB 6/6/16 35 73 91% 12.023 33 5.089 41,932 \$1,576,900.00 \$1,451,500.00 \$1,494,320.00 \$1,696,960.00 1779 \$20 8,076,320 SUPER BREAK THE BANK 10/3/16 18 42.32% 28,074 7,911 193,706 60 \$2,013,320.00 \$1,870,720.00 \$1,945,660.00 \$2,202,360.00 1832 \$50 3,668,520 \$7,500,000 ULTIMATE CASH 10/17/16 16 25.81% 12,941 115,759 17 5.782 \$2,894,900.00 \$2,694,550.00 \$2,806,650.00 \$2,933,050.00 1756 \$50 3.666.680 HIGH ROLLER CASINO ACTION 4/18/16 42 49.03% 4.415 2,130 84.586 1,070 \$802,900.00 \$798,100,00 \$834,850.00 \$869,200.00 \$2 Out of Wareh 1816 5.136.625 VETERANS CASH 11/7/16 13 73.20% 5 458 0 402 4,272 \$373,740.00 \$399,628.00 \$443,806,00 \$471,720,00 1818 \$10 5,249,950 OLIDAY COUNTDOWN SUPER TICK 11/7/16 13 76.40% 10,846 5,161 0 4,330 \$975,190.00 \$927,470,00 \$1,140,730,00 \$1,505,810,00 Sold/Closing 12.237 450 2/22/17 1757 \$1 \$7 MILLION PAYOUT 8/1/16 1/8/17 27 95.96% 16 87 0 2,640 \$19,767.00 \$22,911.00 \$38,882.00 \$54,435.00 1772 \$1 11 178,450 CASH 2 GO 10/3/16 18 90.22% 2.548 0 58 3.745 \$349 774.00 \$340,917.00 \$384,200.00 \$441,836.00 \$1 9,119,700 HIPSTER HOLIDAY 11/16/16 1819 11 92.54% 1,232 1,801 0 696 \$333,866.00 \$345,934.00 \$335,742.00 \$378,477.00 \$2 HIT \$50,000 1735 22,518,500 1/4/16 1/8/17 2/22/17 57 85.47% 36 69 19.092 3.368 \$37.058.00 \$21,290.00 \$90.614.00 \$135,612.00 4/5/17 1805 \$2 6,028,375 PITBULL 7/18/16 2/19/17 83.47% 627 3,255 2,378 29 817 \$55,066.00 \$65,728.00 \$70,464.00 \$79,182.00 \$2 7,244,000 WILD 7'S DOUBLER 10/3/16 1770 18 93.09% 1,751 1,771 0 58 \$218,578.00 \$225,260,00 \$275,666.00 \$336,778,00 \$3 7,342,950 HOLIDAY LOTERIA 10/17/16 12/28/16 2/11/17 1814 16 88.06% 96 217 0 7,378 \$128,556.00 \$149,682.00 \$240,129.00 \$502,971.00 1784 \$5 15,224,625 BONUS BREAK THE BANK 2/22/17 61 96.75% 52 12/7/15 1/8/17 48 108 5,228 \$17,880.00 \$24,475.00 \$45,010,00 \$75,010,00 1803 \$5 HIT \$200,000 2/22/17 15,295,950 4/18/16 1/8/17 42 58 31% 61 78.905 4.902 65 \$31 175.00 \$46,140.00 \$130,485.00 \$186,475.00 1597 \$5 8,199,000 LUCKY NUMBERS 7/5/16 1/8/17 2/22/17 31 59.64% 21 33 39.150 4.094 \$11 135.00 \$5,605.00 \$34,315.00 \$51,430.00 \$5 SUPER LOTERIA 2/29/16 \$967,080.00 1796 30 592 725 49 94 73% 5 620 1.509 11 479 1.369 \$581.680.00 \$607.205.00 \$777 415.00 1644 \$10 28,500,450 \$200,000,000 CASH BLOWOUT 7/21/14 1/8/17 2/22/17 133 72.86% 22 35 151,084 2.351 \$21,480.00 \$45,790,00 \$92,130,00 \$164.330.00 1769 \$10 5,500,500 \$250,000 EXTREME GREEN 7/5/16 2/19/17 4/5/17 31 93.80% 1,531 2,381 694 \$526,990.00 \$485,120,00 \$577 410.00 0 \$689,900.00

2/3

Da Vinci

ESIPS Page 1 of 1



NO OF TICKETS (+/-2%): 8,369 025 NO POOLS 23.25 PACK SIZE. 75 PACKS/POOL. 4 800

111,587

PACKS/GAME.

#### 8 114 400 Minimum Quantity Maximum Quantity 8 445 600

TEXAS LOTTERY COMMISSION "CRAZY CASH" INSTANT GAME NO 1782 PRIZE STRUCTURE 7 Jan-16

VERSION A

			8,369 025		\$5 TICKETS	\$41,845 125	REVENUE	PRIZE FUND	\$28 455,485		PAYOUT%	68.00%
PRIZE TIER	PRIZE CODE	TIER CODE	GET.	#OF WAY: TO WIN.	WIN.	ODDS OF	WINNERS IN 23 POOLS	WINNERS IN 75 (PER PACK*)	WINNERS IN 360 000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
1	1	L	\$5	Edward and Table 1	\$5	8,65	967045.	8.666	41598.179	\$4,835,225	16.99%	
2	2	L	\$10		\$10	26.47	316170.	2.833	13600.294	\$3,161,700	11.11%	
3	3	L	\$5x2	2	\$10	37.51	223134.	2.000	9598.279	\$2,231,340	7 84%	
4	4	L	\$15		\$15	75.00	111590.	1.000	4800.129	\$1,673,850	5.88%	
5	5	L	\$5"D"+\$5	2	\$15	89.98	93007.	0.833	4000.767	\$1,395,105	4.90%	
6	6	L	\$5"T"	2 4 1 1 1 1 1 1	\$15	449.78	18607.	0.167	800.394	\$279,105	0.98%	
7	7	L	\$5"D"+\$5x2	3	\$20	112.55	74359.	0.666	3198.609	\$1,487,180	5.23%	
8	8	L	\$5x2+\$10	3	\$20	149.94	55815.	0.500	2400.925	\$1,116,300	3.92%	LOW TIER
9	9	L	\$20		\$20	149.96	55809.	0.500	2400.667	\$1,116,180	3.92%	60.78%
10	0	M	\$10"T"+\$20	2	\$50	480.51	17417.	0.156	750.000	\$870,850	3.06%	
11	0	M	\$20x2+\$5x2	4	\$50	478.18	17502.	0.156	750.000	\$875,100	3,08%	HIN SAMES AVE
12	0	M	\$5x2+\$10"D"+\$20	4	\$50	478.67	17484.	0.156	750.000	\$874,200	3.07%	
13	0	M	\$10"T"+\$10+\$10	3	\$50	480.04	17434.	0.156	750,000	\$871,700	3.06%	
14	0	M	\$50		\$50	564.33	14830.	0.133	640.000	\$741,500	2,61%	FOR BUILDING
15	0	M	\$100		\$100	839.17	9973.	0.090	430.000	\$997,300	3.50%	
16	0	M	\$5x10+\$10x2+\$15"D"	13	\$100	901.15	9287.	0.083	400.000	\$928,700	3.26%	
17	0	M	\$20"T"+\$20"D"	2	\$100	898.16	9318,	0.083	400.000	\$931,800	3.27%	
18	0	M	\$5x2+\$10x2+\$15x2+\$20"D"	7	\$100	901.74	9281.	0.083	400.000	\$928,100	3.26%	
19	0	M	\$250		\$250	14,065.59	595.	0.005	26.000	\$148,750	0.52%	
20	0	M	\$10+\$20x2+\$50"D"+\$100	5	\$250	7,296.45	1147	0.010	49,000	\$286,750	1.01%	
21	0	M	\$5x6+\$10x4+\$10"D"+\$15x4+\$20x5	20	\$250	5,175.65	1617.	0.015	70,000	\$404,250	1.42%	
22	0	M	\$10"T"+\$15x8+\$20x7+\$5x2+\$100x2	20	\$500	6,487.62	1290.	0.011	55.000	\$645,000	2.27%	
23	0	M	\$50x3+\$100+\$250	TO THE SECOND STATE OF STATE O	\$500	8,893.76	941.	0.008	40.000	\$470,500	1.65%	MID TIER
24	0	M	\$500		\$500	15,672.33	534.	0.005	23,000	\$267,000	0.94%	35.99%
25	0	H	\$1,000		\$1,000	70,923.94	118.	0.001	5.000	\$118,000	0.41%	HIGH TIER
26	0	н	\$100,000		\$100,000	1,046,128.13	8 ***		0.344126	\$800,000	2.81%	3.23%
20	· Herrica Van een	***	3100,000	#1279544	0.00,000	4.09 4.0938	2 044,312	18.32	87 936.59	\$ 28 455,485	100.00%	100.00%
				Consolidated odds are 1 in	\$5	8.65	967 045					
Harris Parts	000 500 00	0/302323	al 32 V2		\$10	15.52	539 304					
E D w	ıns double the	prize. 'T''	wins triple the prize.		\$15	37 49	223,204					
					\$20	45.00	185 983					
					\$50	98.85	84 667					
					\$100	221.06	37 859					
					\$250	2,491.52	3,359					
					\$500	3,026 77	2,765					
					\$1,000	70,923.94	118					
					\$100,000	1 046,128 13	8					

<sup>\*</sup> Each of the following GLEPS will be used in approximately 16.67% of each pack of 75 tickets

2,044,312

<sup>\*\*</sup> Numbers are rounded

<sup>\*\*\*</sup> This Number of prizes is guaranteed delivery to the Lottery

\*\*\*\* Low Tier = \$1 \$24 99 Mid-Tier = \$25 - \$599 High Tier = \$600+ (Used for Validation Purposes)

No. 02/02/17

Game Name Crazy Cash Game No Inv No. 1782 0

Vendor PBL TLC PO # 362-16-9010 RL005

Units per 1000

8,369 03

**Unit Price** 

\$0.00

 Lump Sum charge for Scratch
 \$0.00

 Total
 \$0.00

Amount

\$0 00 \$0 00

There is no change for this game as it is a replacement for Game 1690 Cash Frenzy

### Instant Ticket Game Analysis 8/31/14-8/27/16

# Average Number of Weeks for 85% Average Sell Through

Print Quantities		Price	Point			Price Point			
	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$25	\$50
< 5M	None	None	None	None	2M	None	None	None	None
5M-9 99M	Week 11*	Week 20	Week 18*	Week 18	3M	None	Week 12*	None	None
10M-14 99M	Week 18	None	Week 26	Week 26	4M	None	None	None	None
15M-19.99M	None	Week 21*	None	Week 26	5M	Week 17	Week 47*	None	None
20M-24.99M	Week 35*	None	Week 25	Week 40	6M	Week 27	None	None	None
25M-29.99M	Week 29	Week 38	Week 33	None	7M	None	None	None	None
30M-34 99M	None	None	None	None	8M	Week 19	None	None	None
>35M	None	None	None	None	>9M	Week 30	Week 39*	None	None

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

Print Quantities		Price	Point			Price Point			
	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$25	\$50
< 5M	None	None	None	None	2M	None	None	None	None
5M-9.99M	\$578,969	\$671,321	\$861,712	\$1,964,653	3M	None	\$5,141,903	None	None
10M-14.99M	\$557,959	None	\$1,236,839	\$2,142,670	4M	None	None	None	None
15M-19.99M	None	\$1,273,552	None	\$2,531,546	5M	\$2,712,692	\$2,150,202	None	None
20M-24.99M	\$551,431	None	\$2,124,488	\$2,208,168	6M	\$1,986,191	None	None	None
25M-29.99M	\$786,366	\$1,169,247	\$2,004,832	None	7M	None	None	None	None
30M-34.99M	None	None	None	None	8M	\$4,563,190	None	None	None
>35M	None	None	None	None	>9M	\$3,124,159	\$4,464,715	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