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

Scratch Ticket Information		Date Completed	4/3/2017
Game #	1820	Confirmed Packs	7,321
Game Name	Wild Cash Bonanza	Active Packs	3,730
Quantity Printed	8,115,750	Warehouse Packs	13,434
Price Point	\$5	Returned Packs	73
Start Date	11/16/2016	Printed Payout Percentage	68 05%
Top Prize	\$ 100,000	Percent Sold	75 54%
Number of Top Prizes Remaining	2	Number of Weeks Out	19

Current Game Sales Analysis								
TANGIBLE COSTS								
Expenditure Impact:								
Cost to print tickets	\$	183,984	Actual ticket production costs					
Prize payout expense	\$	20,566,305	Data from Instant Ticket Tier Liability screen in ES					
Estimated Direct Costs	\$	20,750,289						
TANGIBLE BENEFITS								
Revenue Impact:								
Estimated sales	\$	30,653,188	Based on # of tkts printed, times % sold from DaVinci report, times the price point					
Total Estimated Benefits	\$	30,653,188						
Excess of Revenue over Expended	\$	9,902,899						

## 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	Weekly Sales Comparison Information						
Previous 3 W	leeks Sales from DaV	<u>'inci</u>					
Most recent week sales	\$	677,120					
Next week	\$	698,580					
Next week	\$	896,450					
Avg Weekly Sales Current Game	\$	757,383					
Avg Weekly Sales \$5, 5M - 9 99M Qty	\$	1,964,653					
Percentage Of Variance In Sales		61%					

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

## **Instant Ticket Information**

Game #	1820	Printed Payout Percentage	68.059
Game Name	Wild Cash Bonanza	Actual Payout Percentage	67 099
Percent Sold	75 54%	Number of Weeks Out	1
Average # of Weeks for 85% Sell-th	rough for Same Price Poir	nt Game With Similar Print Run	1
Recommendation			
Based on the findings in this Su	ummary Report, I am reco	mmending closing the above game.	
I am recommending closing the	e above game based on th	e below business reason(s)	
Dale Bown sock Instant Product Coordinator	4/3/17 Date		
Products, Manager	4 4  7 Date		
By signing below, I agree with the re	commendation of the Proc	ducts Department Staff to close the a	above game.
by digiting bolow, ragices with the re			J
10/	4/1/1		
Lottery Operations Division Director	Date		

Page 2

Play the Games of Texas!

Da Vinci Report

Week End Date:4/1/17

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Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	4/1/17	3/25/17	3/18/17	3/11/17
Mature	1795	\$2	35,193,500	INSTANT BINGO	3/7/16			56	83.53%	18,102	9,656	15,879	29	\$1 179,610.00	\$1,100,974.00	\$1,131,838.00	
	1793	\$2	38,037,250	WEEKLY GRAND	9/19/16			28	40.74%	18,088	10,672	149,495	12			\$1,060,696.00	
	1799	\$5	20,213,625	\$100,000 SUPER CASHWORD	7/18/16			37	61,86%	14,200	6,304	80,165	10	\$1,484,165.00	\$1,391,920.00	\$1,463,075.00	\$1,589,685.00
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16			54	42.80%	7,592	3,771	180,343	3	\$807,855,00	\$768,720.00	\$862,705.00	\$854,115.00
	1790	\$5	20,391,825	100,000 MEGA BINGO	1/18/16			63	73.05%	11,752	6,068	53,507	13	\$1,070,725.00	\$1,000,995.00	\$1,026,260.00	\$1,087,840.00
	1824	\$5	23,982,375	20X THE CASH	12/19/16			15	42.52%	27,758	9,288	143,971	12	\$2,460,490.00	\$2,448,920.00	\$2,716,830.00	\$3,154,960.00
	1808	\$5	18,320,550	BONUS BREAK THE BANK	11/7/16			21	41.42%	16,396	7,691	117,066	12	\$1,588,590.00	\$1,511,615.00	\$1,591,300.00	\$1,725,640.00
	1817	\$5	7,998,975	GOLDEN TICKET	11/7/16			21	85,28%	5,931	3,424	4,508	22	\$782,375.00	\$743,745.00	\$898,225.00	\$1,014,665.00
	1807	\$5	40,880,700	SUPER LOTERIA	12/5/16			17	27.09%	28,296	9,871	354,720	24	\$3,773,225.00	\$3,575,630.00	\$3,757,740.00	\$3,866,210.00
	1820	\$5	8,115,750	WILD CASH BONANZA	11/16/16			19	75.54%	7,321	3,730	13,434	73	\$677 120.00	\$698,580.00	\$896,450.00	\$1,042,390.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			35	41.80%	12,994	6,509	311,504	25	\$2,164,140,00	\$2,002,000.00	\$2,217,920.00	\$2,253,850.00
	1866	\$10	12,158,400	CASHWORD MULTIPLIER	12/5/16			17	48.04%	20,673	8,449	94,007	12	\$3,671,300.00	\$3,522,990.00	\$3,607,620.00	\$3,809,610.00
	1764	\$20	6,112,700	\$1,000,000 RICHES	8/15/16			33	57.09%	11,258	5,104	86,518	40	\$1,253,300.00	\$1,178,200.00	\$1,263,820.00	\$1,480,480.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			98	29.37%	7 473	2,963	952,456	25	\$1,094,820.00	\$1,026,400.00	\$1,078,000.00	\$1 172,260.00
	1387	\$20	34,320,175	\$500M EXTREME CASH BLAST	8/13/12			242	61.43%	8,796	3,162	514,575	85	\$1,173,320.00	\$1,065,580.00	\$1 109,800.00	\$1,184,960.00
	1734	\$20	5,908,875	MILLIONAIRE'S CLUB	6/6/16			43	84.77%	10,810	4,282	18,962	24	\$1 453,600,00	\$1,373,500,00	\$1,437,960.00	\$1,678,840.00
	1779	\$20	8,076,320	SUPER BREAK THE BANK	10/3/16			26	51.33%	19,086	6,412	167,983	49	\$1,519,980.00	\$1,531,440.00	\$1,714,000.00	\$1,872,180.00
	1822	\$20	5,139,100	WINNERS GALORE	12/5/16			17	29.28%	11,947	5,760	125,004	90	\$1,091,520,00	\$1,085,920.00	\$1,205,860.00	\$1,381,940.00
	1832	\$50	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16			24	38,96%	11,921	5,717	92,719	12	\$3,038,700.00	\$2,795,800.00	\$2,812,000.00	\$3,065,700.00
	1756	\$50	3,666,680	HIGH ROLLER CASINO ACTION	4/18/16		استستست	50	52,86%	3,753	1,937	79,717	53	\$922,050.00	\$810,100,00	\$827,400.00	\$879,550.00
Sold/Closing	1819	\$1	9,119,700	HIPSTER HOLIDAY	11/16/16	3/19/17	5/3/17	19	96.17%	42	17	0	1,791	-\$6,575.00	-\$1,369.00	\$13,515.00	\$16,470.00
	1809	\$1	10,275,750	TEXAS A&M UNIVERSITY	9/6/16	4/16/17	5/31/17	30	91.91%	1,246	1,133	0		\$97 199.00	\$109,558,00	\$123,321.00	\$159,384.00
	1810	\$1	10,206,150	THE UNIVERSITY OF TEXAS	9/6/16	4/16/17	5/31/17	30	95.32%	614	536	0	914	\$43,446.00	\$50,681,00	\$53,348,00	\$67,755.00
	1805	\$2	6,028,375	PITBULL	7/18/16	2/19/17	4/5/17	37	83,93%	3	2	3,255	3,499		-\$9,882,00	-\$7,884.00	-\$8,402,00
	1816	\$2	5,136,625	VETERANS CASH	11/7/16	2/15/17	4/1/17	21	80.17%	0	0	0	4,800	\$156.00	\$2,864.00	\$11,996.00	\$17 404.00
	1770	\$2	7,244,000	WILD 7'S DOUBLER	10/3/16	3/19/17	5/3/17	26	97.09%	40	66	0	976	\$12,722.00	\$27,828.00	\$35,394.00	\$55,772.00
	1798	\$3	35,460,375	BONUS CASHWORD	2/29/16			57	97 47%	2,959	2,021	0	590	\$413,499.00	\$549,528.00	\$790,545.00	\$1,317,267.00
	1801	\$3	20,504,625	TEXAS LOTERIA	6/27/16			40	91,48%	13,028	6,954	28	125	\$1 407,063.00	\$1,736,292.00	\$1,863,858.00	\$2,003,586.00
	1760	\$3	6,113,625	WORD GAMES	1/16/17	3/10/17	4/24/17	11	81.21%	766	717	0	923	\$197,280.00	\$435,894.00	\$788,166.00	\$1,149,084.00
	1811	\$5	8,192,325	\$100,000 CASH .	9/6/16	2/22/17	4/8/17	30	92.70%	59	50	1,999	3,719	\$23,900.00	\$48,800.00	\$106,675.00	\$206,465.00
	1776	\$5	9,894,750	COWBOYS	8/1/16	4/16/17	5/31/17	35	56,90%	1,018	993	51,502	1,521	\$130,875.00	\$161,675.00	\$196,215.00	\$226,470.00
	1782	\$5	8,369,025	CRAZY CASH	9/19/16	3/19/17	5/3/17	28	58,28%	252	294	41,005	3,210	\$86,650.00	\$139,560.00	\$214,475.00	\$273,485.00

2/3

No.	11/01/16 Game Name Wild Cash Bonanza	Game No 1820	Inv No. 1028405	Vendor SGI	TLC PO # 362-17-9019 RL005			
					Description/Tickets Delivered Qty 8,115,750	<b>Units per 1000</b> 8,115 75	Unit Price \$22.67	Amount \$183,984.05 \$183,984.05
				Delivered Ordered	8,115,750 8,040,000			
				2% under 2% over	7,879,200 8,200,800			
				Accetable Range	0			

\$183,984.05

\$183,984.05

Sub Total

Total

#### Prize Structure TEXAS LOTTERY

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\$100,000 \$100,000.00

Total (500.00):

Total (250 00)

Total (100.00):

Total (20.00):

#### GAME NO.1820 "WILD CASH BONANZA 8/8/2016 VERSION B

Order Quantity 8,115,750 \$5.00

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\$40,578,750.00

Pack Size: 75 Packs/Game: 108 210

Pool Size Number of Pools:

\$10

\$5 x 2

\$20

\$10 + (\$5 x 2)

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\$100 + \$50 (\$\$) + \$10 (WILD)

(\$50 x 5) + (\$20 x 10) + (\$10 x 5)

\$250 + \$100 + \$50 (\$\$) + (\$25 x 2)

[(\$25 x 5) + (\$10 x 10) + (\$5 x 5)] w/CASH

[(\$50 x 5) + (\$20 x 10) + (\$10 x 5)] w/CASH

\$500 + (\$250 x 4) (\$100 x 5) + (\$50 x 10)

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\$500 (\$\$) (\$250 x 4) + (\$100 x 5)

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120,000 Winners: 1,912,408 67.63 Non-winners: 6.203.342

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19650,7264

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4.2437 17.67 28,277.12 1,912,468 \$27,612,450.00

2 800 00

Total

919.780

108,210

108.123

351,655

567,988

27.029

81,181

54.166

189,426

13,526

13.521

27,020

27.068

27,075

108.210

10,149

10.093

10,155

22,706

23,748

23,640

100,491

1,689

1,697

1,698

5.092

5,083

5.072

20,331

343

343

677

1.686

343

338

343

671

2,038

69

137

413

**Total Payout** Prize Fund: \$27.612.450.00 68.05%

% Priza Fur

16.66%

3.92%

3.92%

12.74%

20.57%

1.96%

1.96%

5.88%

3.92%

1.22%

1.22%

2.45%

2 45%

2.45%

9.80%

1.84%

1.83%

1.84%

4.11%

4.30%

4.28%

18.20%

0.61%

0.61%

0.61%

1.84%

1.84%

1.84%

7.36%

0.31%

0.31%

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1.53%

3.37%

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1 24%

3.74%

2.90%

13.72%

Total Prize Cost

\$4,598,900.00

\$1,082,100.00

\$1,081,230.00

\$3,516,550,00

\$5,679,880.00

\$541,000.00

\$540,580.00

\$1,623,620.00

\$1,083,320.00

\$3,788,520,00

\$338,150.00

\$338 025 00

\$675,500.00

\$676 700 00

\$676,875.00

\$504,650.00

\$507,750.00

\$1,135,300.00

\$1,187 400.00

\$1,182,000.00

\$5,024,550.00

\$168,900.00

\$169,700.00

\$169,800.00

\$509,200.00

\$508,300.00

\$507,200.00

\$2,033,100.00

\$85,750.00

\$85,750.00

\$169,250,00

\$168,500.00

\$421,500.00

\$930,750.00

\$171,500.00

\$171,500,00

\$169,000.00

\$171 500 00

\$335,500.00

\$172,500.00

\$172 500 00

\$172,500.00

\$172,500.00

\$342,500.00

\$1,032,500.00

\$800,000,00

\$1 019 000 00

\$2,705,250.00

ORIGINAL ORDER

ORIGINAL ORDER	
SHIPMENT # 1-3	
COMPLETE	
POOLS# 1-76	
8115750	
919780 108210	
108210	
351655	
27050	
27029	
81181	
54166	
13526	
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22706 23748	
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677	
674	
1686	
343 343	
343	
343	
671	
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69	
69 69	
69	
137	
8	

Exact Quantity by Kind Level

20

## Liability for 1820 / for Life to Date

Product Status: SmartCash Enabled: Validation Range 10/26/2016 - 12/31/2037 N/A

Outstanding Prizes

				3					
Tier	Ref	SmartCash	Tier Value	Count	Amount	Tickets Paid	Amount Paid	% paid	Est. Tickets
1,0.		Omm. Couon	rioi valuo	OGUIR	ranount	Life to Date	Life to Date	70 para	Sold
1	1	N/A	\$5 00	257430	\$1,287,150 00	662350	\$3,311,750 00	72.01%	5844296
2	2	N/A	\$10 00	29450	\$294,500 00	78760	\$787,600 00	72.78%	5907000
3	3	N/A	\$10 00	27365	\$273,650 00	80758	\$807,580 00	74 69%	6061723
4	4	N/A	\$10 00	89472	\$894,720 00	262183	\$2,621,830 00	74.56%	6050850
5	5	N/A	\$20 00	7237	\$144,740 00	19813	\$396,260 00	73.25%	5944449
6	6	N/A	\$20 00	6644	\$132,880 00	20385	\$407,700 00	75 42%	6120817
7	7	N/A	\$20 00	19910	\$398,200 00	61271	\$1,225,420 00	75.47%	6125326
8	8	N/A	\$20 00	13514	\$270,280 00	40652	\$813,040 00	75.05%	6090932
9	0	N/A	\$25 00	3635	\$90,875.00	9891	\$247,275 00	73.13%	5934709
10	0	N/A	\$25 00	3316	\$82,900.00	10205	\$255,125 00	75 48%	6125377
11	0	N/A	\$25 00	6695	\$167,375 00	20325	\$508,125 00	75.22%	6104834
12	0	N/A	\$25 00	6590	\$164,750 00	20478	\$511,950 00	75 65%	6139882
13	0	N/A	\$25 00	6639	\$165,975 00	20436	\$510,900 00	75 48%	6125705
14	0	N/A	\$50 00	2701	\$135,050 00	7448	\$372,400 00	73 39%	5955868
15	0	N/A	\$50 00	2454	\$122,700 00	7639	\$381,950 00	75 69%	6142496
16	0	N/A	\$50 00	2509	\$125,450 00	7646	\$382,300 00	75.29%	6110588
17	0	N/A	\$50 00	5600	\$280,000 00	17106	\$855,300 00	75.34%	6114155
18	0	N/A	\$50 00	5773	\$288,650 00	17975	\$898,750 00	75 69%	6142858
19	0	N/A	\$50 00	5755	\$287,750 00	17885	\$894,250 00	75.66%	6140024
20	0	N/A	\$100 00	451	\$45,100.00	1238	\$123,800.00	73.30%	5948666
21	0	N/A	\$100 00	427	\$42,700 00	1270	\$127,000 00	74.84%	6073660
22	0	N/A	\$100 00	403	\$40,300 00	1295	\$129,500 00	76.27%	6189573
23	0	N/A	\$100.00	1268	\$126,800 00	3824	\$382,400.00	75 10%	6094781
24	0	N/A	\$100 00	1261	\$126,100 00	3822	\$382,200.00	75 19%	6102379
25	0	N/A	\$100 00	1283	\$128,300 00	3789	\$378,900 00	74 70%	6062810
26	0	N/A	\$250 00	85	\$21,250.00	258	\$64,500 00	75.22%	6104558
27	0	N/A	\$250 00	83	\$20,750.00	260	\$65,000 00	75 80%	6151880
28	0	N/A	\$250 00	160	\$40,000.00	517	\$129,250 00	76 37%	6197699
29	0	N/A	\$250 00	175	\$43,750.00	499	\$124,750 00	74 04%	6008544
30	0	N/A	\$250 00	426	\$106,500 00	1260	\$315,000 00	74 73%	6065151
31	0	N/A	\$500 00	83	\$41,500.00	260	\$130,000.00	75 80%	6151880
32	0	N/A	\$500 00	78	\$39,000.00	265	\$132,500 00	77.26%	6270185
33	0	N/A	\$500 00	79	\$39,500.00	259	\$129,500 00	76 63%	6218873
34	0	N/A	\$500.00	80	\$40,000.00	263	\$131,500 00	76 68%	6222863
35	0	N/A	\$500.00	164	\$82,000 00	507	\$253,500 00	75.56%	6132168
36	0	N/A	\$2,500 00	23	\$57,500.00	46	\$115,000.00	66 67%	5410500
37	0	N/A	\$2,500 00	20	\$50,000.00	49	\$122,500.00	71 01%	5763358
38	0	N/A	\$2,500 00	15	\$37,500.00	54	\$135,000 00	78.26%	6351456
39	0	N/A	\$2,500 00	17	\$42,500.00	52	\$130,000 00	75.36%	6116217
40	0	N/A	\$2,500 00	27	\$67,500.00	110	\$275,000 00	80.29%	6516295
41	0	N/A	\$100,000 00	2	\$200,000 00	6	\$600,000 00	75 00%	6086812
			Totals.	509299	\$7,046,145.00	1 403,109	\$20,566,305.00		

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

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

		Price Point							
Print Quantities	\$1	\$2	\$3	\$5					
< 5M	None	None	None	None					
5M-9.99M	Week 11*	Week 20	Week 18*	Week 18					
10M-14.99M	Week 18	None	Week 26	Week 26					
15M-19.99M	None	Week 21*	None	Week 26					
20M-24.99M	Week 35*	None	Week 25	Week 40					
25M-29.99M	Week 29	Week 38	Week 33	None					
30M-34.99M	None	None	None	None					
>35M	None	None	None	None					

	Price Point							
Print Quantities	\$10	\$20	\$25	\$50				
2M	None	None	None	None				
3M	None	Week 12*	None	None				
4M	None	None	None	None				
5M	Week 17	Week 47*	None	None				
6M	Week 27	None	None	None				
7M	None	None	None	None				
8M	Week 19	None	None	None				
>9M	Week 30	Week 39*	None	None				

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

	Price Point								
Print Quantities	\$1	\$2	\$3	\$5					
< 5M	None	None	None	None					
5M-9.99M	\$578,969	\$671,321	\$861,712	\$1,964,653					
10M-14.99M	\$557,959	None	\$1,236,839	\$2,142,670					
15M-19.99M	None	\$1,273,552	None	\$2,531,546					
20M-24.99M	\$551,431	None	\$2,124,488	\$2,208,168					
25M-29.99M	\$786,366	\$1,169,247	\$2,004,832	None					
30M-34.99M	None	None	None	None					
>35M	None	None	None	None					

	Price Point							
Print Quantities	\$10	\$20	\$25	\$50				
2M	None	None	None	None				
3M	None	\$5,141,903	None	None				
4M	None	None	None	None				
5M	\$2,712,692	\$2,150,202	None	None				
6M	\$1,986,191	None	None	None				
7M	None	None	None	None				
8M	\$4,563,190	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