TEXAS LOTTERY COMMISSION Scratch Ticket Game Closing Analysis SUMMARY REPORT

Scratch Ticket Information		Date Completed	7/31/2017
Game #	1831	Confirmed Packs	2,519
Game Name	Lucky 7 Flip Multiplier	Active Packs	1,738
Quantity Printed	8,442,750	Warehouse Packs	9,850
Price Point	\$5	Returned Packs	3,052
Start Date	2/20/2017	Printed Payout Percentage	67 99%
Top Prize	\$ 100,000	Percent Sold	82 97%
Number of Top Prizes Remaining	4	Number of Weeks Out	23

Current Game Sales Analysis									
TANGIBLE COSTS									
Expenditure Impact									
Cost to print tickets	\$	832,962	Actual ticket production costs						
Prize payout expense	\$	22,941,735	Data from Instant Ticket Tier Liability screen in ES						
Estimated Direct Costs	\$	23,774,697							
TANGIBLE BENEFITS									
Revenue Impact									
Estimated sales	\$	35,024,748	Based on # of tkts printed, times % sold from DaVinci report, times the price point						
Total Estimated Benefits	\$	35,024,748							
Excess of Revenue over Expended	\$	11,250,052							

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 Inform	nation	
Previous 3 V	Veeks Sales from DaV	<u>inci</u>	
Most recent week sales	\$	251,225	
Next week	\$	326,680	
Next week	\$	380,030	In Market South Lawyrum E
Avg Weekly Sales Current Game	\$	319,312	
Avg Weekly Sales \$5, 5M - 9 99M Qty	\$	1,846,165	
Percentage Of Variance In Sales		83%	

TEXAS LOTTERY COMMISSION Scratch Ticket Game Closing Analysis RECOMMENDATION AND APPROVALS

Instant Ticket Information

Executive Director

instant licket informatio	n		
Game #	1831	Printed Payout Percentage	67 99
Game Name	Lucky 7 Flip Multiplier	Actual Payout Percentage	65 50
Percent Sold	82 97%	Number of Weeks Out	
Average # of Weeks for 85% S	ell-through for Same Price Poil	nt Game With Similar Print Run	1
Recommendation Based on the findings in the	is Summary Report, I am reco	mmending closing the above game	
I am recommending closin	g the above game based on th	e below business reason(s)	
	g and above game bacca on the	e below business reason(s)	
N	,		
		10-	
Instant Product Coordinator Products Manager	7/31/17 Date 8/4/17 Date		
By signing below, I agree with the	e recommendation of the Prod	ucts Department Staff to close the ab	oove game
Lottery Operations Division Direct	etor Date		
Karly Lyna Controller	8/7/17 Date		



Da Vincı Report

7/31/17

2/3

Week End Date 7/29/17

															Net S	ales	
roduct Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold C	onfirmed	Active	Ware	Return	7/29/17	7/22/17	7/15/17	7/8/17
lature	1868	\$3	35,655,625	BONUS CASHWORD	3/6/17			21	39.85%	17 196	5,350	146,216	2	\$1 098,873.00	\$1,227,357 00	\$1 329 792.00	\$1,577 538.00
	1850	\$3	7,215 750	COMBO PLAY	4/3/17			17	64 14%	4,156	2,005	7 854	2,991	\$261 063.00	\$399,618.00	\$414,246.00	\$476,304.0
	1806	\$3	41,524 725	TEXAS LOTERIA	3/14/17			20	20 49%	23,525	9,461	403 785	8	\$1 295,496.00	\$1 387 446.00	\$1,346,091 00	\$1,351,065.0
	1790	\$5	20,391,825	\$100 000 MEGA BINGO	1/18/16			80	87 69%	8,912	5,392	16,990	10	\$719 180.00	\$819,960.00	\$797 155.00	\$838,640.0
	1799	\$5	20,213,625	\$100,000 SUPER CASHWORD	7/18/16			54	81 40%	8,240	3,946	35 797	17	\$684 735.00	\$823,655.00	\$835,910.00	\$917,940.0
	1794	\$5	25 316 700	\$5 SET FOR LIFE	3/21/16			71	50.54%	3,713	2 152	159,923	3	\$462,670.00	\$516,290.00	\$499 105.00	\$481,610.0
	1824	\$5	23,982,375	20X THE CASH	12/19/16			32	62.64%	6,665	3,515	107,543	8	\$756,740 00	\$858,290.00	\$912,810.00	\$933,885.0
	1808	\$5	18,320 550	BONUS BREAK THE BANK	11/7/16			38	65.79%	11 037	6 702	63,612	7	\$1 241 200,00	\$1 360,940.00	\$1 312,565.00	\$1,257 635.0
	1835	\$5	8,420 025	CASH FORTUNE	3/20/17			19	54 75%	3,953	2,465	39,937	1 373	\$346,900.00	\$459,140.00	\$486,260.00	\$532,980.0
	1821	\$5	8,302,125	CLASSY CASH	4/3/17			17	48.54%	4,992	2,867	44,256	1,630	\$392,415.00	\$521 350.00	\$537 635.00	\$587 890.0
	1755	\$5	7 217 775	EASY MONEY	3/8/17			20	54.91%	2,484	1,670	32,277	4,722	\$212,195.00	\$322,365.00	\$338,995.00	\$379,580.0
	1831	\$5	8,442,750	LUCKY 7 FLIP MULTIPLIER	2/20/17			23	82.97%	2,519	1,738	9,850	3,052	\$251,225.00	\$326,680.00	\$380,030,00	\$423,375.0
	1833	\$5	8 165,775	LUCKY NO. 7	3/6/17			21	86.53%	2 758	1 795	6,906	1,285	\$397 760.00	\$509,330.00	\$577 840 00	\$665,050 0
	1773	\$5	7 150,050	RICH	4/17/17			15	61 12%	5,013	3,027	23,357	1 729	\$579,950.00	\$698,700.00	\$737 625.00	\$812,770.0
	1807	\$5	40,880,700	SUPER LOTERIA	12/5/16			34	55.51%	23 312	9,783	204,577	10	\$3,214 430.00	\$3,381 790.00	\$3,280,455.00	\$3,269,750.0
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			52	51 07%	5,684	2,951	269,012	31	\$1,033,230.00	\$1,158,860.00	\$1 167 080.00	\$1 128 140.0
	1827	\$10	15,280,500	50X THE CASH	1/3/17			30	72.33%	14 069	6 476	61 262	4	\$2 086,860,00	\$2 182 720.00	\$2 149,050.00	\$2 190,390.0
	1867	\$10	15,298 150	MEGA LOTERIA	2/6/17			25	72.24%	22,654	8,532	49,744	4	\$3 413,830.00	\$3,697 210.00	\$3,663,880.00	\$3,566,800.0
	1834	\$10	9 676,300	WILLY WONKA GOLDEN TICKET	3/20/17			19	81 74%	19 541	6,502	4,855	198	\$1 384 110.00	\$1,562,840.00	\$1,647 300.00	\$1,698,820.0
	1764	\$20	6,112 700	\$1,000,000 RICHES	8/15/16			50	69.00%	4 184	2,638	67 231	31	\$638,800.00	\$672 460.00	\$674,680.00	\$657 760.0
	1671	\$20	34 144,650	\$500,000 000 CASH	5/18/15			115	31 72%	4 787	2,673	923,276	23	\$866,280.00	\$947 420.00	\$870,260.00	\$875,280.0
	1829	\$20	9 107 450	100X THE CASH	1/16/17			28	66.64%	17 043	8 159	92,800	3	\$3,090 860.00	\$3,168 600.00	\$3 162 480.00	\$3 089,340.0
	1853	\$20	7,203,050	MONEY	3/8/17			20	51 47%	13,484	6,676	115,809	20	\$2,642,740.00	\$2,833,680.00	\$2,729,540.00	\$2,680 160.0
	1779	\$20	8,076 320	SUPER BREAK THE BANK	10/3/16			43	61.82%	5,727	1,554	142,678	1 355	\$361 580 00	\$439 160.00	\$492,520.00	\$534,040.0
	1822	\$20	5,139 100	WINNERS GALORE	12/5/16			34	37 51%	1 449	981	123 143	1 794	\$179,420 00	\$248,680.00	\$224 120.00	\$244 460.0
	1832	\$50	3,668,520	\$7 500,000 ULTIMATE CASH	10/17/16			41	54 55%	5,054	2,531	74,000	102	\$1 129,800 00	\$1 319 400.00	\$1,241,200.00	\$1,242,500.0
	1756	\$50	3,666,680	HIGH ROLLER CASINO ACTION	4/18/16			67	57 01%	1 205	632	76 135	44	\$233,200 00	\$308,850.00	\$282,350.00	\$287,650.0
	1870	\$50	3,579,720	ULTIMATE MILLIONS	4/17/17			15	32.03%	13 161	6,054	100 143	13	\$3,353,850.00	\$3,893,450.00	\$3,741,600.00	\$3,401 100.0
BEET.							505										
out of Wareh	1887	\$1	7 249,500	\$2,000 CA\$H	6/19/17	H 3016		6	48.17%	14,375	9 611	23	27	\$555,336.00	\$643,687 00	\$704,530.00	\$712,912.0
iold/Closing	1876	\$1	9,019,200	MAD MONEY	2/20/17	8/13/17	9/27/17	23	89,83%	730	634	0	3,204	\$50,597 00	\$66,627 00	\$73,725.00	\$82,572.0
	1767	\$1	11 189 400	WIN IT ALL	2/10/17	8/13/17	9/27/17	24	90.68%	1 122	926	66	2,682	\$75,555.00	\$101 190.00	\$119,528.00	\$136,106.0
	1802	\$2	29,893,250	BREAK THE BANK	8/1/16	8/13/17	9/27/17	52	97 07%	890	502	25	2,969	\$65,644.00	\$78,162.00	\$109,378.00	\$144 798.0

Da Vinci

Page 1 of 1 **ESIPS**

Liability for 1831 / for Life to Date

Prod		Status	SmartCash I N/A	Enabled	Validation Rang	ge 01/26/2	2017 - 12/31/2037	•	
			Outstan	ding Prizes					
Tier	Ref	SmartCash	Tier Value	Count	Amount	Tickets Paid Life to	Amount Paid Life to Date	% paid	Est. Tickets Sold
1 2	1	N/A N/A	\$5 00 \$10 00	167512 31497	\$837,560 00 \$314,970 00	Date 695124 137436	\$3,475,620 00 \$1,374,360 00	80 58% 81 36%	6803284 6868627
3	3	N/A N/A	\$10 00 \$10 00	37644 91770	\$376,440 00 \$917,700 00	168571 321040	\$1,685,710 00 \$3,210,400 00	81 75% 77 77%	6901548 6565878
5	5	N/A	\$15 00	10403	\$156,045 00	45965	\$689,475 00	81 54%	6884597
6	6	N/A	\$15 00	6715	\$100,725 00	30904	\$463,560 00	82 15%	6935717
7	7	N/A	\$15 00	24028	\$360,420 00	107329	\$1,609,935 00	81 71%	6898390
8	8	N/A	\$15 00	6773	\$101,595 00	30735	\$461,025 00	81 94%	6918202
9		N/A	\$20 00	3340	\$66,800 00	15515	\$310,300 00	82 29%	6947189
10	10	N/A	\$20 00	6710	\$134,200 00	30705	\$614,100 00	82 07%	6928628
11	11	N/A	\$20 00	3307	\$66,140 00	15457	\$309,140 00	82 38%	6954785
12	12	N/A	\$20 00	3451	\$69,020 00	15298	\$305,960 00	81 59%	6888750
13	0	N/A	\$50 00	2514	\$125,700 00	11549	\$577,450 00	82 12%	6933465
14		N/A	\$50 00	2476	\$123,800 00	11608	\$580,400 00	82 42%	6958494
15	0	N/A	\$50 00	2486	\$124,300 00	11541	\$577,050 00	82 28%	6946444
16		N/A	\$50 00	2491	\$124,550 00	11604	\$580,200 00	82 33%	6950668
17		N/A	\$50 00	2834	\$141,700 00	11248	\$562,400 00	79 88%	6743648
18	0	N/A	\$50 00	2096	\$104,800 00	9689	\$484,450 00	82 21%	6941179
19		N/A	\$100 00	1416	\$141,600 00	6650	\$665,000 00	82 44%	6960610
20	0	N/A	\$100 00	1787	\$178,700 00	6019	\$601,900 00	77 11%	6509981
21		N/A	\$100 00	1404	\$140,400 00	6468	\$646,800 00	82 16%	6936954
22		N/A	\$100 00	1712	\$171,200 00	6386	\$638,600 00	78 86%	6657866
23	0	N/A	\$100 00	1135	\$113,500 00	5019	\$501,900 00	81 56%	6885629
24		N/A	\$100 00	1650	\$165,000 00	7710	\$771,000 00	82 37%	6954444
25 26	0	N/A N/A	\$500 00 \$500 00	63 124	\$31,500 00 \$62,000 00	290 475 613	\$145,000 00 \$237,500 00 \$306,500 00	82 15% 79 30% 84 90%	6935970 6695002 7168152
27 28 29	0	N/A N/A N/A	\$500 00 \$1,000 00 \$1,000.00	109 41 15	\$54,500 00 \$41,000 00 \$15,000 00	116 40	\$306,500 00 \$116,000 00 \$40,000 00	73 89% 72 73%	6237955 6140181
30	0	N/A	\$100,000 00 Totals	4 417507	\$400,000 00 \$5,760,865 00	4	\$400,000 00 \$22,941,735.00	50 00%	4221374

No.

01/24/17

Game Name	Game No	Inv No.	Vendor	TLC PO#
Lucky 7 Flip Multiplier	1831	8503230	PBL	362-17-9010 RL009

	8,442,750	7		
	8,442,750	8 442 75	\$98.66	\$832,961 72
				\$832,961 72
Delivered	8,442,750			
Ordered	8,280,000			
2% under	8,114,400			
2% over	8,445,600			
Accetable				
Range	0			

Total

\$832,961.72

NO OF TICKETS (+/-2%) NO POOLS 8,442,750 23 45 PACK SIZE. 75 PACKS/POOL 4,800 PACKS/GAME 112,570

Minimum Quantity Maximum Quantity

8 114 400 8 445,600

TEXAS LOTTERY COMMISSION LUCKY 7 FLIP MULTIPLIER" GAME NO 1831 END OF PRODUCTION PRIZE STRUCTURE 30-Dec-16

2,138,615

VERSION A

			8,442,750		\$5 TICKETS	\$42,213 750	REVENUE	PRIZE FUND	\$28,702,600		PAYOUT %	67.99%
PRIZE TIER	PRIZE CODE	TIER CODE	<u>GET</u>	#OF WAY	WIN	ODDS OF	WINNERS IN 23 45 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	1	\$5	9.79	862,636	7 6631	36,783	\$4,313 180	15.03%	
2	2	L	\$10	1	\$10	49 98	168,933	1.5007	7,203	\$1 689,330	5.89%	
3	3	L	\$5 x 2	2	\$10	40.94	206,215	1.8319	8,793	\$2,062,150	7.18%	
4	4	L	\$5"2X"	1	\$10	20.45	412,810	3.6671	17,602	\$4 128,100	14.38%	
5	5	L	\$15	1	\$15	149 78	56,368	0.5007	2,404	\$845,520	2.95%	
6	6	L	\$5 x 3	3	\$15	224 43	37 619	0.3342	1,604	\$564,285	1.97%	
7	7	L	\$5"2X" + \$5	2	\$15	64.27	131,357	1.1669	5,601	\$1 970,355	6.86%	
8	8	L	\$5 + \$10	2	\$15	225.09	37,508	0.3332	1,599	\$562,620	1.96%	
9	9	L	\$5 x 4	1	\$20	447 77	18,855	0.1675	804	\$377 100	1.31%	
10	10	L	\$5"2X" + \$10	2	\$20	225.65		0.3324				
11	11	L	\$10 x 2	2	\$20	449 94	37,415	0.1667	1,595	\$748,300	2.61%	LOWER
12	12	L	\$20	2	\$20		18,764		800	\$375 280	1.31%	LOW TIER
continue to a few managements of the second	0	M	\$5 x 4 + \$10 x 3	and the same of th	and the second second second second	450.30	18,749	0.1666	799	\$374 980	1.31%	62.75%
13					\$50	600.35	14,063	0.13	600	\$703,150	2.45%	E JEZINETU
14	0	M	\$5 x 2 + \$20"2X"	3	\$50	599.46	14,084	0.13	600	\$704,200	2.45%	
15	0	M	\$5 x 2 + \$10 x 2 + \$20	5	\$50	601.89	14,027	0.13	600	\$701,350	2.44%	
16	0	M	\$5 x 4 + \$10 + \$20	6	\$50	598.99	14,095	0.13	600	\$704,750	2.46%	
17	0	M	\$10"5X"		\$50	599.54	14,082	0.13	600	\$704,100	2.45%	====
18	0	M	\$50		\$50	716.40	11,785	0.10	500	\$589,250	2.05%	
19	0	M	\$100		\$100	1,046.71	8,066	0.07	345	\$806,600	2.81%	
20	0	M	\$50"2X"	1	\$100	1,081.57	7,806	0.07	335	\$780,600	2.72%	福島 .
21	0	M	\$10"10X"		\$100	1,072.50	7,872	0.07	335	\$787,200	2.74%	L. S. Barrie
22	0	M	\$20"5X"		\$100	1,042.57	8,098	0.07	348	\$809,800	2.82%	
23	0	M	\$50 + \$10 x 2 + \$15 x 2	5	\$100	1,371.91	6,154	0.05	261	\$615,400	2.14%	
24	0	M	\$5"5X" + \$5"10X" + \$10 x 2 + \$5	5	\$100	902.00	9,360	0.08	400	\$936,000	3.26%	
25	0	M	\$500		\$500	23,917.14	353	0.00	15	\$176,500	0.61%	A SHEET SHOULD
26	0	M	\$50 x 3 + \$100 + \$250	5	\$500	14,094.74	599	0.01	25	\$299,500	1.04%	MID TIER
27	0	M	\$100"2X" + \$50 x 6	7	\$500	11,693.56	722	0.01	30	\$361,000	1.26%	33.72%
28	0	Н	\$500"2X"	i i i i i i i i i i i i i i i i i i i	\$1,000	53,775.48	157	0.00	6.69	\$157,000	0.55%	
29	0	Н	\$1,000	The state of the s	\$1,000	153,504.55	55	0.00	2.35	\$55,000	0.19%	HIGH TIER
30	0	н	\$100,000	1	\$100,000	1,055,343.75	8 **		0.341121	\$800,000	2.79%	3.53%
	70.00					3 95	2,138,615	19 00	91,191 90	\$ 28,702,600	100 00%	100 00%
			revealing one (1) '7' Play Symbol ing two (2) '7" Play Symbols			3 9478	188 - 188		,		5777730	5-512174
			ling three (3) '7" Play Symbols	Consolidated odds are 1 i	m. \$5	9 79	862,636	* 3	Each of the following	GLEPS will be used	IR.	
11010 10.1	roze ate pi	oy revea	ming sales (s) . They officious	Consolidated odds are 1 I	\$10	10.71	787 958			7% of each pack of		
					\$15	32.12	262,852	**	Numbers are rounded.		- Lioneta	
					\$20	90.02	93 783		This Number of prizes		ry to the Lottery	
					\$50	102.79	82,136		inia rumoer or prizes	15 Suarameed deliver	is to the Lottery	
					\$100	178.28	47 356					
					\$500	5,043 46	1,674					
						39 824 29	212					
					\$1,000		8					
					\$100 000	1,055,343 75	8					

"LUCKY 7 FLIP MULTIPLIER" - GAME NO 1831 PRIZE STRUCTURE

30-Dec-16

VERSION A

PRIZE		_A		В		С	D	Е	F
\$5	\$5	7 =	\$ 35	7 = :	\$ 35	8 = \$ 40	10 = \$ 50	9 = \$ 45	5 = \$ 25
\$10	\$10	1 =	\$ 10	2 =	\$ 20	2 = \$ 20	1 = \$ 10	1 = \$ 10	2 = \$ 20
\$5 x 2	\$10	1 =	\$ 10	2 = :	\$ 20	2 = \$ 20	2 = \$ 20	3 = \$ 30	1 = \$ 10
\$5"2X"	\$10	4	\$ 40	4	\$ 40	3 \$ 30	3 \$ 30	4 \$ 40	4 \$ 40
\$15	\$15	1 =	\$ 15	0 = :	\$ -	0 = \$ -	1 = \$ 15	0 = \$ -	1 = \$ 15
\$5 x 3	\$15	1 =	\$ 15	0 = :	\$ -	0 = \$ -	0 = \$ -	0 = \$-	1 = \$ 15
\$5"2X" + \$5	\$15	1	\$ 15	2	\$ 30	1 \$ 15	1 \$ 15	1 \$ 15	1 \$ 15
\$5 + \$10	\$15	0 =	\$ -	1 = :	\$ 15	1 = \$ 15	0 = \$ -	0 = \$ -	0 = \$ -
\$5 x 4	\$20	0 =	\$ -	0 = :	\$ -	0 = \$ -	0 = \$ -	0 = S-	1 = \$ 20
\$5"2X" + \$10	\$20	0 =	\$ -	0 = :	\$ -	1 = \$ 20	0 = \$ -	1 = \$ 20	0 = \$ -
\$10 x 2	\$20	1 =	\$ 20	0 = :	\$ -	0 = \$ -	0 = \$ -	0 = \$ -	0 = \$ -
\$20	\$20	0 =	\$ -	<u>o</u> =	\$ -	<u>o</u> = \$ -	1 = \$ 20	0 = \$-	0 = \$ -
		17	\$ 160			18 \$ 160	19 \$ 160	19 \$ 160	16 \$ 160

Note: There will not be more than 21 winners per pack

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

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 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					

	ATTENDED OF THE STATE OF	Price Point	
Print Quantities	\$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

		Price Point	i lian la comunica	
Print Quantities	\$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