TEXAS LOTTERY COMMISSION Scratch Ticket Game Closing Analysis SUMMARY REPORT

Scratch Ticket Information		Date Completed	12/28/2018
Game #	2095	Confirmed Packs	7,656
Game Name	Red Hot 7s	Active Packs	4,423
Quantity Printed	7,337,700	Warehouse Packs	-
Price Point	\$5	Returned Packs	84
Start Date	10/15/2018	Printed Payout Percentage	67.97%
Top Prize	\$ 100,000	Percent Sold	86.66%
Number of Top Prizes Remaining	0	Number of Weeks Out	10

Current Game Sales Analysis								
TANGIBLE COSTS								
Expenditure Impact:								
Cost to print tickets	\$	300,701	Actual ticket production costs					
Prize payout expense	\$	21,387,711	Data from Instant Ticket Tier Liability screen in ES					
Estimated Direct Costs	\$	21,688,412						
TANGIBLE BENEFITS								
Revenue Impact:								
Estimated sales	\$	31,794,254	Based on # of tkts printed, times % sold from DaVinci report, times the price point					
Total Estimated Benefits	\$	31,794,254						
Excess of Revenue over Expended	\$	10,105,842						

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 Inforn	nation	
Previous 3 W	eeks Sales from DaV	inci	
Most recent week sales	\$	1,703,375	
Next week	\$	2,066,790	
Next week	\$	2,525,300	
Avg Weekly Sales Current Game	\$	2,098,488	
Avg Weekly Sales \$5; 5M - 9.9M Qty	\$	1,874,253	
Percentage Of Variance In Sales		-12%	

TEXAS LOTTERY COMMISSION Scratch Ticket Game Closing Analysis RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2095	Printed Payout Percentage	67.97%
Game Name	Red Hot 7s	Actual Payout Percentage	67.27%
Percent Sold	86.66%	Number of Weeks Out	10
Average # of Weeks for 85% Sell-	hrough for Same Price Poi	nt Game With Similar Print Run.	19
Recommendation			
Based on the findings in this S	Summary Report, I am reco	ommending closing the above game.	•
☐ I am recommending closing the	ne above game based on th	ne below business reason(s):	
Instant Product Coordinate Produ	REDE		
Instant Product Coor	MRIZE		
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NO'070			
Prod. 1ER	Date		
		dusts Danadosant Staff to along the	ahawa sasa
By signing agree with the	ecommendation of the Pro	ducts Department Staff to close the	above game.
Lottery Operations Division Dire	MRED		
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Conti			
Lottery Operations Division Directors NOT RECTOR ZERO TO			
Executive Director	Date		



Da Vinci Report

12/28/18

Week End Date:12/22/18

		-					AAGGK L	iu Dat	e. IZIZZI I	0							
															Net S	ales	
Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold C	onfirmed	Active	Ware	Return	12/22/18	12/15/18	12/8/18	12/1/18
Mature	1828	\$3	41,527,800	TEXAS LOTERIA	9/17/18			14	14.62%	21,747	10,949	436,712	12	\$1,423,752.00	\$1,421,025.00	\$1,342,590.00	\$1,283,460.00
	2087	\$5	7,708,125	\$25,000,000 PAYOUT	9/4/18			16	66.29%	7,130	4,064	22,335	9	\$711,145.00	\$783,260.00	\$806,395.00	\$920,910.00
	2069	\$5	9,910,350	COWBOYS	8/20/18			18	40.63%	6,934	4,727	65,482	23	\$616,935.00	\$729,430.00	\$748,625.00	\$814,160.00
	2090	\$5	7,087,800	DIAMOND MINE 9X	9/17/18			14	71.46%	7,889	4,789	12,903	66	\$967,935.00	\$1,065,955.00	\$1,088,415.00	\$1,167,475.00
	2049	\$5	7,334,250	FROGGER	6/27/18			25	75.61%	5,340	3,206	13,119	589	\$341,105.00	\$382,830.00	\$397,235.00	\$423,130.00
	2070	\$5	5,581,950	HOUSTON TEXANS	8/20/18			18	43.65%	5,514	2,822	32,189	426	\$388,110.00	\$414,545.00	\$407,480.00	\$477,415.00
	1877	\$5	40,544,550	SUPER LOTERIA	12/11/17			54	88.01%	22,324	10,729	26,788	8	\$3,392,500.00	\$3,348,750.00	\$3,274,640.00	\$3,230,105.00
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18			16	18.56%	15,013	6,228	441,355	17	\$2,491,260.00	\$2,407,620.00	\$2,397,610.00	\$2,662,120.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			125	80.66%	6,259	3,905	98,351	19	\$1,140,810.00	\$1,094,460.00	\$1,030,150.00	\$1,088,100.00
	2083	\$10	12,068,050	\$250,000 50X CASHWORD	9/17/18			14	45.47%	19,875	8,643	99,798	11	\$3,784,490.00	\$3,661,420.00	\$3,700,900.00	\$3,695,870.00
	2076	\$10	9,170,500	CASINO ACTION SUPER TICKET	6/27/18			25	51.54%	9,955	5,606	71,111	33	\$1,260,020.00	\$1,238,880.00	\$1,334,640.00	\$1,402,470.00
	2075	\$10	6,076,350	THE GLITTER IS GOLD	7/16/18			23	77.25%	5,663	3,780	17,059	23	\$993,570.00	\$999,020.00	\$993,530.00	\$1,066,620.00
	1884	\$20	7,155,300	\$100 MILLION TEXAS RICHES	2/5/18			46	74.51%	6,185	2,534	63,012	7	\$817,180.00	\$847,180.00	\$900,700.00	\$998,060.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			188	42.19%	6,555	2,631	778,440	34	\$946,140.00	\$869,500.00	\$962,000.00	\$1,048,080.00
	2047	\$20	9,177,950	100X THE CASH	4/2/18			38	74.33%	17,707	6,240	67,661	14	\$2,217,560.00	\$2,107,480.00	\$2,223,340.00	\$2,469,900.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			84	29.78%	9,576	4,656	958,619	21	\$1,413,080.00	\$1,362,480.00	\$1,333,960.00	\$1,446,520.00
	2067	\$20	7,123,800	STACKS OF CASH	7/16/18			23	42.98%	10,436	4,430	146,178	28	\$1,217,700.00	\$1,319,600.00	\$1,414,340.00	\$1,638,040.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			40	17.76%	13,481	7,245	1,098,384	18	\$3,315,120.00	\$3,177,690.00	\$3,159,060.00	\$3,474,660.00
	2057	\$50	3,611,100	200X THE CASH	6/18/18			27	53.57%	10,829	3,913	67,572	27	\$2,432,100.00	\$2,401,950.00	\$2,475,450.00	\$2,519,500.00
	2030	\$50	3,670,680	ULTIMATE 7S	2/19/18			44	74.51%	7,429	2,736	35,441	20	\$1,667,150.00	\$1,661,950.00	\$1,693,900.00	\$1,672,200.00
	The state of																
Out of Wareh	2091	\$1	9,173,550	LUCKY 8S DOUBLER	10/1/18			12	85.89%	3,307	4,665	0	101	\$307,677.00	\$359,138.00	\$474,393.00	\$583,514.00
	2097	\$1	9,175,500	WINTER CASH	11/5/18			7	68.30%	4,757	14,299	0	57	\$763,200.00	\$837,622.00	\$960,028.00	\$1,013,419.00
	2101	\$2	7,308,625	HOLIDAY CASH DROP	11/14/18			5	55.57%	10,408	15,053	15	48	\$1,399,054.00	\$1,472,008.00	\$1,503,372.00	\$1,412,246.00
	2098	\$3	6,095,000	HOLIDAY WORD BLAST	11/5/18			7	59.81%	9,216	9,842	0	62	\$1,682,658.00	\$1,556,364.00	\$1,615,635.00	\$1,583,823.00
	2099	\$5	7,332,825	HOLIDAY GREETINGS	11/5/18			7	66.04%	16,146	16,215	38	37	\$3,294,365.00	\$3,147,680.00	\$3,059,350.00	\$3,116,210.00
	2095	\$5	7,337,700	RED HOT 7S	10/15/18			10	86.66%	7,656	4,423	0	84	\$1,703,375.00	\$2,066,790.00	\$2,525,300.00	\$2,771,630.00
Sold/Closing	2043	\$1	17,131,950	5X THE CASH	5/7/18	12/16/18	1/30/19	33	96.13%	332	369	0	2,616	\$45,177.00	\$71,706.00	\$103,516.00	\$119,463.00
	2064	\$1	8,937,750	DOUBLE DOUBLER	8/6/18	1/13/19	2/27/19	20	93.48%	952	1,118	0	1,131	\$64,014.00	\$73,400.00	\$86,175.00	\$100,243.00
	2015	\$2	7,274,625	2X CASH	6/18/18	12/16/18	1/30/19	27	79.37%	407	381	7,338	2,749	\$74,466.00	\$121,184.00	\$137,708.00	\$154,944.00
	2028	\$2	7,235,875	CINCO 5 SPOT	5/21/18	12/16/18	1/30/19	31	74.74%	227	147	10,659	2,833	\$1,644.00	\$38,514.00	\$50,062.00	\$58,672.00
	2048	\$2	7,212,875	DOUBLE MATCH	7/16/18	1/13/19	2/27/19	23	90.98%	1,253	1,245	84	1,642	\$131,758.00	\$153,012.00	\$176,886.00	\$224,282.00
	1806	\$3	41,524,725	TEXAS LOTERIA	3/14/17	12/16/18	1/30/19	93	94.77%	722	366	19,634	5,480	\$113,358.00	\$185,187.00	\$257,595.00	\$330,237.00

Da Vinci

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Liability for 2095 / for Life to Date

Product Status: Active

SmartCash Enabled:

N/A

Validation Range: 09/25/2018 - 08/11/2019

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	\$5.00	122800	\$614,000.00	659922	\$3,299,610.00	84.31%	6186500
2	2	N/A	\$7.00	102926	\$720,482.00	581973	\$4,073,811.00	84.97%	6234997
3	3	N/A	\$10.00	28622	\$286,220.00	167080	\$1,670,800.00	85.37%	6264539
4	4	N/A	\$17.00	27221	\$462,757.00	168404	\$2,862,868.00	86.09%	6316667
5	0	N/A	\$27.00	13316	\$359,532.00	84520	\$2,282,040.00	86.39%	6339000
6	0	N/A	\$47.00	6552	\$307,944.00	42417	\$1,993,599.00	86.62%	6355923
7	0	N/A	\$77.00	6043	\$465,311.00	40099	\$3,087,623.00	86.90%	6376716
8	0	N/A	\$777.00	312	\$242,424.00	1522	\$1,182,594.00	82.99%	6089410
9	0	N/A	\$1,777.00	37	\$65,749.00	149	\$264,773.00	80.11%	5878049
10	0	N/A	\$7,777.00	3	\$23,331.00	9	\$69,993.00	75.00%	5503275
11	0	N/A	\$100,000.00	0	\$0.00	6	\$600,000.00	100.00%	7337700
			Totals:	307832	\$3,547,750.00	1,746,101	\$21,387,711.00		

NO. OF TICKETS:	7,337,700	MIN:	7,056,000	
NO. POOLS:	61.15	MAX:	7,344,000	
PACK SIZE:	75			

TEXAS LOTTERY COMMISSION "RED HOT 7S" GAME NUMBER 2095

END OF PRODUCTION PRIZE STRUCTURE

June 25	2018	 VERSION 2

PAC	CKS/P	OOL:	1,600			June 25,	2018 - VERSION 2					
PAC	CKS/G	SAME:	97,836	7,337,700	\$5 TICKETS	\$36,688,500	- REVENUE	PRIZE FUND	- \$24,935,461	PAYOUT % -	67.965332%	
							WINNERS IN	WINNERS IN	WINNERS IN		PERCENT	VALIDATION
PRI	ZE	#	TIER			ODDS OF	61.15	75	120,000	PRIZE	OF PRIZE	TIER
TIE	ER	WINS	CODE	GET:	WIN:	1 IN:	POOLS	(PER PACK*)	(PER POOL)	COST	FUND**	LEVELS
1	1	1	L	\$5	\$5	9.37	782,722	8.00	12,800	\$ 3,913,610	15.69%	
2	2	1	L	\$7	\$7	10.71	684,899	7.00	11,200	\$ 4,794,293	19.23%	
3	3	1	L	\$10	\$10	37.49	195,702	2.00	3,200	\$ 1,957,020	7.85%	LOW TIER
4	1	1	L	\$17	\$17	37.51	195,625	2.00	3,200	\$ 3,325,625	13.34%	56.11%
5	5	1	M	\$27	\$27	75.00	97,836		1,600	\$ 2,641,572	10.59%	
6	5	1	M	\$47	\$47	149.84	48,969	-	800	\$ 2,301,543	9.23%	MID TIER
7	7	1	M	\$77	\$77	159.02	46,142		756	\$ 3,552,934	14.25%	34.07%
8	3	1	Н	\$777	\$777	4,000.93	1,834		30	\$ 1,425,018	5.71%	
9	9	1	Н	\$1,777	\$1,777	39,450.00	186		3	\$ 330,522	1.33%	
10	0	1	Н	\$7,777	\$7,777	611,475.00	12	-	-	\$ 93,324	0.37%	HIGH TIER
1	1	1	Н	\$100,000	\$100,000	1,222,950.00	6 ***	-		\$ 600,000	2.41%	9.82%
					2 decimal :	3.57	2,053,933	19.00	33,589	\$ 24,935,461	100.00%	100.00%
					4 decimal:	3.5725						

TEXAS LOTTERY COMMISSION "RED HOT 7S" GAME NUMBER 2095 END OF PRODUCTION PRIZE STRUCTURE

June 25, 2018 - VERSION

Consolidated odds are 1 in:	\$5	9.37	782,722
	\$7	10.71	684,899
	\$10	37.49	195,702
	\$17	37.51	195,625
	\$27	75.00	97,836
	\$47	149.84	48,969
	\$77	159.02	46,142
	\$777	4,000.93	1,834
	\$1,777	39,450.00	186
	\$7,777	611,475.00	12
	\$100,000	1,222,950.00	6
			2,053,933

WIN:	GET	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>
\$5	\$5	6 = \$ 30	10 = \$50	8 = \$ 40	8 = \$ 40
\$7	\$7	7 = \$49	7 = \$ 49	8 = \$ 56	6 = \$ 42
\$10	\$10	3 = \$ 30	1 = \$ 10	3 = \$ 30	1 = \$ 10
\$17	\$17	2 = \$34	2 = \$ 34	1 = 17	3 = \$.51
		18 \$143	20 \$143	20 \$143	18 \$143

^{*} Each of the four GLEPS types will be used in approximately 25% of the packs in the game.

Note: There will be no more than 24 winners per pack.

^{**} Numbers are rounded.

^{***} Exact number of prizes is guaranteed delivery to the TLC.

No.

12/28/18

Game Name	Game No	Inv No.	Vendor	TLC PO#
Red Hot 7s	2095	90103322	IGT	362-18-9009 RL032 RV1

	Description/Tickets Delivered Qty 7,337,700	Units per 1000 7,337.70	Unit Price \$39.56	Amount \$290,279.41 \$290,279.41		
Delivered Ordered	7,337,700 7,200,000					
2% under 2% over	7,056,000 7,344,000					
Accetable Range	0					
			Sub Total Foil Inserts Total	\$290,279.41 \$10,421.49 \$300,700.90		

Instant Ticket Game Analysis 8/28/16-8/25/18

Average Number of Weeks for 85% Average Sell Through

	Price Point						Price Point				
Print Quantities	\$1	\$2	\$3	\$5	\$7	Print Quantities	\$10	\$20	\$25	\$30	\$50
< 5M	None	Week 12*	None	None	None	2M	None	None	None	None	None
5M-9.99M	Week 16	Week 18	Week 17	Week 19	None	3M	None	None	None	None	Week 52*
10M-14.99M	Week 21	None	None	Week 16*	None	4M	None	None	None	None	None
15M-19.99M	None	None	Week 32*	Week 52*	None	5M	None	Week 33*	None	None	None
20M-24.99M	None	Week 34*	None	None	None	6M	Week 15	None	None	None	None
25M-29.99M	None	None	None	None	None	7M	None	Week 49*	None	None	None
30M-34.99M	Week 41	Week 57*	None	None	None	8M	None	None	None	None	None
>35M	None	Week 60	Week 64	Week 52*	None	>9M	Week 33	Week 41*	None	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

	Price Point						Price Point				
Print				Chicaga appoint		Print					
Quantities	\$1	\$2	\$3	\$5	\$7	Quantities	\$10	\$20	\$25	\$30	\$50
< 5M	None	\$714,918	None	None	None	2M	None	None	None	None	None
5M-9.99M	\$515,035	\$758,306	\$1,248,375	\$1,874,253	None	3M	None	None	None	None	\$2,913,384
10M-14.99M	\$466,349	None	None	\$2,919,843	None	4M	None	None	None	None	None
15M-19.99M	None	None	\$1,302,836	\$1,508,375	None	5M	None	\$2,578,733	None	None	None
20M-24.99M	None	\$1,078,385	None	None	None	6M	\$3,483,559	None	None	None	None
25M-29.99M	None	None	None	None	None	7M	None	\$2,502,908	None	None	None
30M-34.99M	\$632,952	\$1,039,084	None	None	None	8M	None	None	None	None	None
>35M	None	\$1,119,742	\$1,583,593	\$3,361,809	None	>9M	\$3,182,478	\$3,781,160	None	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