# Scratch Ticket Game Closing Analysis SUMMARY REPORT 

Scratch Ticket Information


| Weekly Sales Comparison Information |  |  |
| :---: | :---: | :---: |
| Previous 3 Weeks Sales from DaVinci |  |  |
| Most recent week sales | $\$$ | $1,653,280$ |
| Next week | $\$$ | $1,560,460$ |
| Next week | $\$$ | $1,650,000$ |
| Avg Weekly Sales Current Game | $\$$ | $1,621,247$ |
| Avg Weekly Sales \$20; >9M Qty* | $\$$ | $5,671,831$ |
| Percentage Of Variance In Sales | $\$$ | $\mathbf{7 1 \%}$ |

## Instant Ticket Information

| Game \# | 2282 | Printed Payout Percentage |
| :---: | :---: | :---: |
| Game Name | 200X The Cash | Actual Payout Percentage |
| Percent Sold | 87.83\% | Number of Weeks Out |


| $75.22 \%$ |
| ---: |
| $74.40 \%$ <br> 39 <br> 36 |

*Only one game at this level with $85 \%$ sell through

## Recommendation

Based on the findings in this Summary Report, I am recommending closing the above game.
$\square$ I am recommending closing the above game based on the below business reason(s):


10/8/2021
Products Manager Date

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

## Not Required - Over 85\% Sold

Lottery Operations Division Director Date

Not Required - Over 85\% Sold

## Controller <br> Date

Not Required - Over 85\% Sold
Executive Director
Date

-Play the Games of Texas!!

| Da Vinci Report | 10/8/21 |
| :--- | :--- |


| Product Line | Game | \$ | Tix Run | Name | Start | Call | Close | Wks | \% Sold | Confirmed | Active | Ware | Return | Net Sales |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  | 10/2/21 | 9/25/21 | 9/18/21 | 9/11/21 |
| Mature | 2273 | \$5 | 7,333,500 | ROSE GOLD RICHES | 6/7/21 |  |  | 17 | 70.58\% | 5,639 | 3,750 | 16,110 | 259 | \$560,205.00 | \$561,275.00 | \$664,120.00 | \$695,120.00 |
|  | 2332 | \$5 | 19,670,175 | SUPER CROSSWORD | 2/8/21 |  |  | 34 | 73.35\% | 16,686 | 8,086 | 38,093 | 24 | \$2,119,035.00 | \$2,038,475.00 | \$2,109,415.00 | \$2,090,085.00 |
|  | 2249 | \$5 | 54,041,700 | SUPER LOTERIA | 11/2/20 |  |  | 48 | 84.98\% | 29,022 | 13,221 | 50,504 | 53 | \$4,743,035.00 | \$4,531,585.00 | \$4,632,685.00 | \$4,556,260.00 |
|  | 2295 | \$5 | 7,196,175 | TEXAS RED WHITE \& BLUE | 6/21/21 |  |  | 15 | 56.54\% | 6,652 | 3,924 | 27,697 | 205 | \$523,140.00 | \$573,750.00 | \$636,930.00 | \$730,085.00 |
|  | 2309 | \$10 | 15,693,550 | \$100 MILLION CASH PAYOUT | 6/7/21 |  |  | 17 | 46.56\% | 17,806 | 7,583 | 135,291 | 43 | \$2,644,060.00 | \$2,479,510.00 | \$2,672,670.00 | \$3,157,290.00 |
|  | 2248 | \$10 | 21,021,400 | \$250,000 50X CASHWORD | 1/18/21 |  |  | 37 | 78.57\% | 22,998 | 8,703 | 49,785 | 43 | \$3,816,870.00 | \$3,609,460.00 | \$3,748,650.00 | \$3,754,960.00 |
|  | 2346 | \$10 | 13,460,600 | \$500,000 EXTREME LUCK | 4/5/21 |  |  | 26 | 47.35\% | 7,170 | 3,285 | 128,119 | 78 | \$1,003,000.00 | \$932,530.00 | \$992,910.00 | \$1,098,750.00 |
|  | 2335 | \$10 | 12,021,150 | \$50 OR \$100! | 12/7/20 |  |  | 43 | 77.66\% | 7,147 | 3,172 | 39,950 | 62 | \$964,720.00 | \$943,070.00 | \$998,730.00 | \$1,052,670.00 |
|  | 2347 | \$10 | 11,256,950 | 777 | 4/19/21 |  |  | 24 | 66.94\% | 8,166 | 4,495 | 58,261 | 32 | \$1,232,240.00 | \$1,209,090.00 | \$1,303,790.00 | \$1,457,670.00 |
|  | 2258 | \$10 | 39,197,450 | MEGA LOTERIA | 3/15/21 |  |  | 29 | 57.96\% | 41,593 | 12,186 | 257,168 | 60 | \$7,871,800.00 | \$7,570,340.00 | \$7,626,620.00 | \$7,627,440.00 |
|  | 2303 | \$10 | 10,887,100 | RUBY RED 7 S | 5/3/21 |  |  | 22 | 72.22\% | 17,678 | 8,345 | 28,291 | 59 | \$2,297,100.00 | \$2,179,010.00 | \$2,304,600.00 | \$2,530,810.00 |
|  | 2292 | \$10 | 10,252,350 | WILD \$10 | 3/1/21 |  |  | 31 | 65.29\% | 4,873 | 2,742 | 61,195 | 130 | \$528,780.00 | \$512,670.00 | \$587,070.00 | \$663,530.00 |
|  | 2203 | \$20 | 8,559,050 | \$1,000,000 EXTREME CASH | 6/7/21 |  |  | 17 | 40.31\% | 22,837 | 7,827 | 166,084 | 68 | \$2,645,060.00 | \$2,571,160.00 | \$2,734,060.00 | \$3,163,540.00 |
|  | 2255 | \$20 | 9,050,125 | \$1,000,000 EXTREME CASH | 9/8/20 |  |  | 56 | 88.72\% | 13,358 | 5,387 | 16,527 | 89 | \$1,588,540.00 | \$1,533,320.00 | \$1,728,320.00 | \$1,781,760.00 |
|  | 2282 | \$20 | 9,107,850 | 200X THE CASH | 1/4/21 |  |  | 39 | 87.83\% | 9,620 | 3,793 | 26,392 | 70 | \$1,653,280.00 | \$1,560,460.00 | \$1,650,000.00 | \$1,816,440.00 |
|  | 2304 | \$20 | 8,984,625 | DIAMOND WHITE 7S | 5/3/21 |  |  | 22 | 53.07\% | 22,983 | 8,673 | 129,841 | 34 | \$2,879,420.00 | \$2,852,700.00 | \$2,852,740.00 | \$3,156,960.00 |
|  | 1838 | \$20 | 34,728,300 | INSTANT MILLIONAIRE | 5/15/17 |  |  | 229 | 80.26\% | 15,259 | 6,232 | 245,217 | 57 | \$1,993,260.00 | \$2,030,540.00 | \$2,183,980.00 | \$2,231,920.00 |
|  | 2343 | \$20 | 25,454,075 | MILLION DOLLAR LOTERIA | 6/18/21 |  |  | 15 | 22.08\% | 43,830 | 10,760 | 721,305 | 58 | \$7,942,920.00 | \$7,525,880.00 | \$7,690,060.00 | \$7,774,660.00 |
|  | 2209 | \$30 | 12,028,825 | \$250 MILLION CASH PARTY | 3/16/20 |  |  | 81 | 70.13\% | 10,900 | 5,240 | 123,196 | 56 | \$1,727,130.00 | \$1,727,940.00 | \$2,023,830.00 | \$1,950,720.00 |
|  | 2053 | \$30 | 34,080,725 | \$750 MILLION WINNER'S CIRCLE | 3/19/18 |  |  | 185 | 56.54\% | 11,713 | 5,163 | 569,813 | 52 | \$2,399,340.00 | \$2,415,240.00 | \$2,396,010.00 | \$2,314,740.00 |
|  | 2293 | \$30 | 9,177,650 | CASH CELEBRATION! | 4/5/21 |  |  | 26 | 43.93\% | 16,571 | 7,424 | 175,622 | 45 | \$3,358,650.00 | \$3,385,980.00 | \$3,756,390.00 | \$3,674,490.00 |
|  | 2338 | \$50 | 5,118,680 | 500X LOTERIA SPECTACULAR | 3/15/21 |  |  | 29 | 78.65\% | 26,908 | 7,612 | 12,429 | 44 | \$6,431,050.00 | \$6,914,100.00 | \$8,252,500.00 | \$8,003,800.00 |
|  | 2312 | \$50 | 6,731,160 | millionaire club | 4/19/21 |  |  | 24 | 61.52\% | 27,374 | 7,348 | 86,349 | 65 | \$6,862,950.00 | \$7,618,500.00 | \$9,510,800.00 | \$9,148,550.00 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sold/Closing | 2277 | \$1 | 29,734,500 | 10X THE CASH | 1/4/21 |  |  | 39 | 94.30\% | 4,488 | 3,828 | 261 | 317 | \$279,126.00 | \$309,029.00 | \$356,199.00 | \$396,878.00 |
|  | 2160 | \$1 | 30,596,400 | WEEKLY HALF GRAND | 12/7/20 | 10/3/21 | 11/17/21 | 43 | 73.68\% | 2,423 | 3,153 | 40,874 | 544 | \$224,084.00 | \$254,628.00 | \$276,546.00 | \$302,774.00 |
|  | 2299 | \$2 | 9,010,375 | LUCKY DOG | 3/15/21 | 10/3/21 | 11/17/21 | 29 | 93.13\% | 709 | 538 | 352 | 1,255 | \$76,566.00 | \$92,042.00 | \$97,624.00 | \$125,810.00 |
|  | 2339 | \$2 | 9,169,750 | MUCHO DINERO | 4/19/21 | 10/3/21 | 11/17/21 | 24 | 73.19\% | 1,543 | 1,523 | 11,519 | 932 | \$196,456.00 | \$233,590.00 | \$271,534.00 | \$277,088.00 |
|  | 2163 | \$3 | 41,105,925 | TEXAS LOTERIA | 4/6/20 |  |  | 78 | 93.81\% | 13,914 | 10,078 | 3,473 | 36 | \$1,363,770.00 | \$1,361,757.00 | \$1,418,817.00 | \$1,381,263.00 |
|  | 2334 | \$5 | 10,266,675 | \$50,000 POKER | 3/15/21 | 10/31/21 | 12/15/21 | 29 | 83.04\% | 2,602 | 1,674 | 16,685 | 78 | \$367,520.00 | \$367,250.00 | \$387,655.00 | \$396,660.00 |
|  | 2289 | \$5 | 6,021,225 | 50X SPEEDWAY RICHES | 4/5/21 | 10/3/21 | 11/17/21 | 26 | 89.36\% | 1,121 | 639 | 1,033 | 2,591 | \$107,005.00 | \$128,105.00 | \$151,190.00 | \$178,700.00 |
|  | 2280 | \$5 | 22,744,950 | 50X THE CASH | 1/4/21 |  |  | 39 | 94.15\% | 7,462 | 5,656 | 389 | 140 | \$1,669,185.00 | \$1,624,660.00 | \$1,683,095.00 | \$1,773,815.00 |
|  | 2291 | \$5 | 12,237,675 | WILLY WONKA GOLDEN TICKET | 3/1/21 | 10/3/21 | 11/17/21 | 31 | 71.07\% | 958 | 756 | 41,518 | 895 | \$162,110.00 | \$180,295.00 | \$215,480.00 | \$249,385.00 |

## Liability for 2282 / for Life to Date

| Product Status: Active |  |  | SmartCash Enabled: N/A |  | Validation Range: 12/05/2020-12/31/2037 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Outstanding Prizes |  |  |  |  |  |  |
| Tier | Ref S | artCash | Tier Value | Count | Amount | Tickets Paid Life to Date | Amount Paid Life to Date | \% paid | Est. Tickets Sold |
| 1 | 1 | N/A | \$20.00 | 127001 | \$2,540,020.00 | 820268 | \$16,405,360.00 | 86.59\% | 7886754 |
| 2 | 2 | N/A | \$30.00 | 77158 | \$2,314,740.00 | 505860 | \$15,175,800.00 | 86.77\% | 7902495 |
| 3 | 3 | N/A | \$50.00 | 19053 | \$952,650.00 | 126676 | \$6,333,800.00 | 86.93\% | 7917065 |
| 4 | 4 | N/A | \$50.00 | 51374 | \$2,568,700.00 | 385717 | \$19,285,850.00 | 88.25\% | 8037348 |
| 5 | 0 | N/A | \$100.00 | 3486 | \$348,600.00 | 22983 | \$2,298,300.00 | 86.83\% | 7908334 |
| 6 | 0 | N/A | \$100.00 | 16405 | \$1,640,500.00 | 120105 | \$12,010,500.00 | 87.98\% | 8013320 |
| 7 | 0 | N/A | \$100.00 | 20626 | \$2,062,600.00 | 150298 | \$15,029,800.00 | 87.93\% | 8008773 |
| 8 | 0 | N/A | \$100.00 | 5329 | \$532,900.00 | 33379 | \$3,337,900.00 | 86.23\% | 7853955 |
| 9 | 0 | N/A | \$200.00 | 537 | \$107,400.00 | 3275 | \$655,000.00 | 85.91\% | 7824818 |
| 10 | 0 | N/A | \$200.00 | 1897 | \$379,400.00 | 13024 | \$2,604,800.00 | 87.29\% | 7949912 |
| 11 | 0 | N/A | \$200.00 | 845 | \$169,000.00 | 5969 | \$1,193,800.00 | 87.60\% | 7978391 |
| 12 | 0 | N/A | \$200.00 | 7064 | \$1,412,800.00 | 48406 | \$9,681,200.00 | 87.27\% | 7947982 |
| 13 | 0 | N/A | \$500.00 | 216 | \$108,000.00 | 1312 | \$656,000.00 | 85.86\% | 7820352 |
| 14 | 0 | N/A | \$500.00 | 476 | \$238,000.00 | 3362 | \$1,681,000.00 | 87.60\% | 7978267 |
| 15 | 0 | N/A | \$500.00 | 498 | \$249,000.00 | 3338 | \$1,669,000.00 | 87.02\% | 7925444 |
| 16 | 0 | N/A | \$2,000.00 | 79 | \$158,000.00 | 437 | \$874,000.00 | 84.69\% | 7713431 |
| 17 | 0 | N/A | \$10,000.00 | 4 | \$40,000.00 | 16 | \$160,000.00 | 80.00\% | 7286280 |
| 18 | 0 | N/A | \$10,000.00 | 14 | \$140,000.00 | 49 | \$490,000.00 | 77.78\% | 7083883 |
| 19 | 0 | N/A | \$10,000.00 | 4 | \$40,000.00 | 16 | \$160,000.00 | 80.00\% | 7286280 |
| 20 | 0 | N/A | \$100,000.00 | 0 | \$0.00 | 5 | \$500,000.00 | 100.00\% | 9107849 |
| 21 | 0 | N/A | \$1,000,000.00 | 2 | \$2,000,000.00 | 2 | \$2,000,000.00 | 50.00\% | 4553924 |
|  |  |  | Totals: | 332068 | \$18,002,310.00 | 244,497 | \$112,202,110.00 |  |  |



| Game Name | Trip Prize | Total Trip Prize (including withholding taxes) | \# Second-Chance Drawings | Winners Per Drawing |
| :---: | :---: | :---: | :---: | :---: |
| $\begin{aligned} & 10 \mathrm{X}^{\mathbb{8}} \text { the Cash } \\ & (\$ 1.00) \end{aligned}$ | $\begin{gathered} \text { Twenty-Five (25) } \\ @ \$ 18,522.00 \\ \text { each } \\ \hline \end{gathered}$ | $\begin{gathered} \text { Twenty-Five (25) @ } \\ \$ 24,370.74 \text { each } \end{gathered}$ | 5 | 5 |
| $\begin{aligned} & \text { 30X the Cash } \\ & \text { Crossword } \\ & (\$ 3.00) \end{aligned}$ | Forty-five (45) @ \$18,522.00 each | Forty-five (45) @ \$24,370.10 each | 5 | 9 |
| $\begin{aligned} & \text { 50X the Cash } \\ & (\$ 5.00) \end{aligned}$ | $\begin{aligned} & \text { Seventy (70) @ } \\ & \$ 18,522.00 \text { each } \end{aligned}$ | $\begin{aligned} & \hline \text { Seventy (70) @ } \\ & \$ 24,369.47 \text { each } \\ & \hline \end{aligned}$ | 5 | 14 |
| $\begin{aligned} & \text { 100X the Cash } \\ & (\$ 10.00) \end{aligned}$ | $\begin{aligned} & \text { Eighty (80) @ } \\ & \$ 18,522.00 \text { each } \end{aligned}$ | $\begin{aligned} & \text { Eighty (80)@ } \\ & \$ 24,367.89 \text { each } \end{aligned}$ | 5 | 16 |
| $\begin{aligned} & \text { 200X the Cash } \\ & (\$ 20.00) \end{aligned}$ | Two hundred eighty (280) @ \$18,522.00 each | Two hundred eighty (280) @ \$24,364.74 each | 5 | 56 |

Total Allocation of twelve million one hundred eighty-three thousand three hundred forty-four dollars and thirty cents $(\$ 12,183,344.30)$ (includes two million nine hundred twenty-two thousand three hundred forty-four dollars and thirty cents $(\$ 2,922,344.30)$ that will be used by the TLC for payment of withholding taxes).

## 3. TRIP PRIZE DRAWINGS

(a) The TLC shall conduct a total of five (5) promotional second-chance Drawings. The number of Trip Prize winners for each Drawing by game price point is shown in the chart in Section 2 above. The TLC shall determine the dates and times for each Drawing and PBL shall publicize the dates and times on the Promotion microsite.
(b) The Texas Lottery website/Luck Zone and the Luck Zone feature of the Texas Lottery App are the only permissible methods of entry into the Drawings. Entries sent via any other method will not be eligible to enter any Drawings. The number of entries the player receives per non-winning Eligible Game ticket entered is determined by the price point. A $\$ 1$ non-winning Eligible Game ticket receives one (1) entry, a $\$ 3$ non-winning Eligible Game ticket receives three (3) entries, a $\$ 5$ non-winning Eligible Game ticket receives five (5) entries, a $\$ 10$ non-winning Eligible Game ticket receives ten (10) entries, and a $\$ 20$ non-winning Eligible Game ticket receives twenty (20) entries. All entries must be submitted from a location within the state of Texas. Entrants must provide a valid Texas address. Entrants must be 18 years of age or older to enter the Drawings. Entries received after the deadline for the final Drawing will not be eligible for any Drawing prize.
(c) After a winning entry is drawn and all related validation procedures by the TLC are complete, the TLC will notify PBL and title to the awarded Trip Prize shall

## 7. PRICING \& APPROVALS

This document constitutes the order of the Texas Lottery Commission for 9,000,000 (+2\%/-2\%) game number 2282 " 200 X THE CASH" tickets as fully described in these Game Specifications. You are hereby authorized to proceed with the production of the game tickets and performance of the associated support services according to the specifications contained herein and in accordance with the agreed "Customer Specifications For Scratch Ticket Games" - Rev 27 dated November 1, 2019.

We understand the price for game number 2282 " 200 X THE CASH" for a quantity of $9,000,000(+2 \% /-2 \%)$ tickets is $\$ 0.00$ per thousand tickets U.S. This is comprised of:

| Category | Description | Quantity | Unit Price | Total Price |
| :---: | :---: | :---: | :---: | :---: |
| Per <br> Thousand | Base Price -4" $\times 10^{\prime \prime}$ Ticket | 9,000 | N/C | N/C |
|  | Scratch FX ${ }^{\circledR}$ Holographic Foil (4×10x\$1.50) | 9,000 | N/C | N/C |
|  | Fluorescent (Neon) Ink $(4 \times 8 \times \$ 0.0665)$ | 9,000 | N/C | N/C |
| Fixed Fee | Lump Sum Set Up Charge for Scratch $\mathrm{FX}^{\circledR}$ on 10 pt. Card Stock |  |  | N/C |
|  | Lump Sum Charge for $4 \times 4$ Pack Inserts on 10 pt. Holographic Foil | 360,000 |  | N/C |
| Total |  |  | N/C | No Charge |

Pollard Banknote Limited shall provide the printing, including options, at no cost to the Texas Lottery Commission for the $\mathbf{\$ 2 0} 200 X$ THE CASH game.


Pollard Banknote Limited
Brad Thompson
Vice President, Sales and Marketing

August 27, 2020
Date

Date

Closing Scratch Ticket Game Analysis
2/24/19-2/27/21
Average Number of Weeks for 85\% Average Sell Through


Average Weekly Dollar Sales at 85\% Average Sell Through


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

