

- ① reflection over y axis
- ② horizontal stretch ($0 < c < 1$)
- ③ horizontal compression ($c > 1$)

horizontal shift
(right / left)
• lie •

$$y = a \cdot b^{cx - h} + k$$

vertical shift
(up / down)
• truth •

growth/decay factor
 $b > 1$ growth
 $0 < b < 1$ decay

- ① reflection over x axis
- ② vertical stretch ($a > 1$)
- ③ vertical compression ($0 < a < 1$)