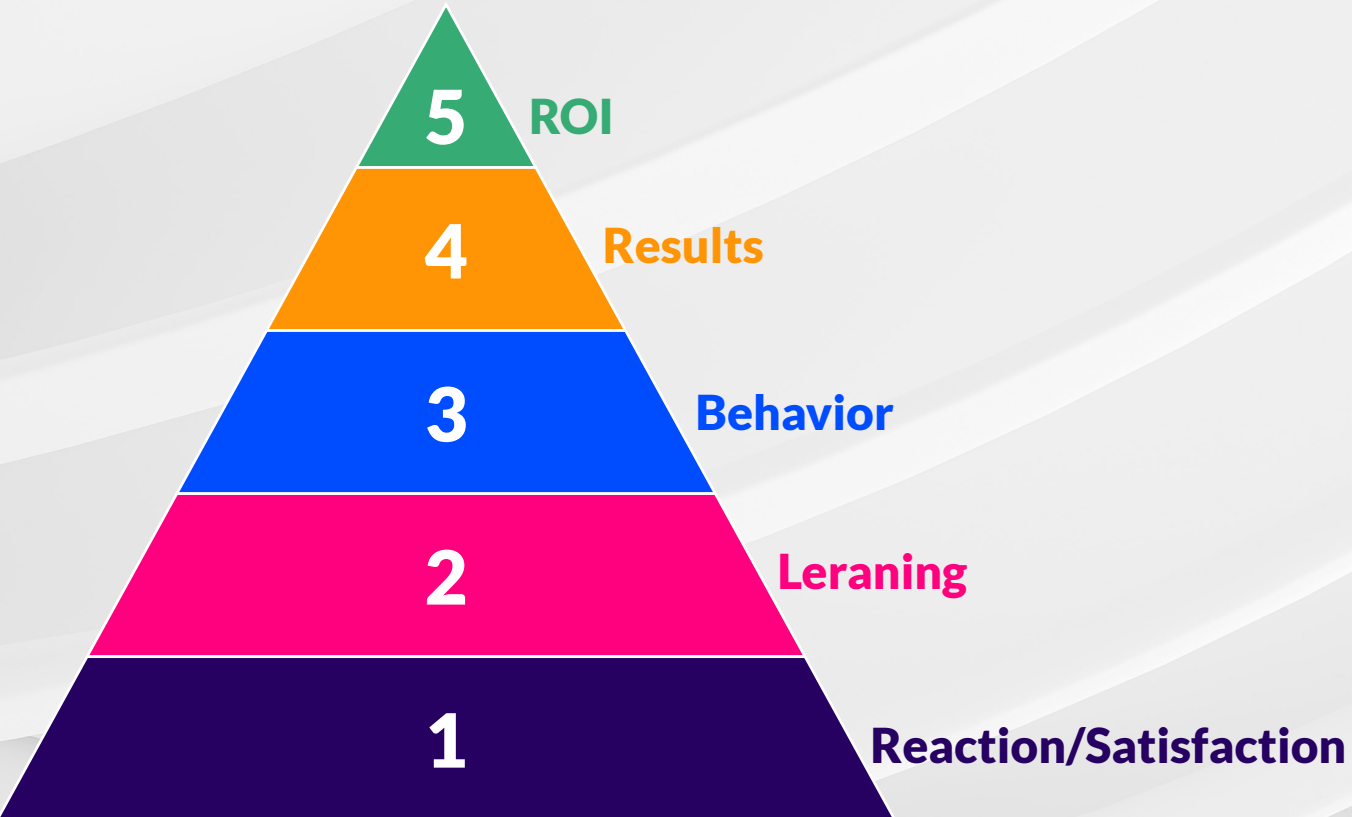


# PracticeLabAI® delivers real impact

## The Kirkpatrick Model



- ✓ **RETURN ON INVESTMENT:** Real improvements in key indicators: sales, time-to-productivity, talent retention, customer experience, savings, etc.
- ✓ **Resultados:** Improved capability translates into stronger performance.
- ✓ **Behavior:** Practicing in real-world scenarios helps people change behavior and transfer what they've learned to the job with greater confidence.
- ✓ **Learning:** We measure learning through skill improvement and quizzes. We verify that learning increases substantially.
- ✓ **Reaction:** 100% satisfaction and engagement from the very first practice. Users love the experience and value instant, personalized feedback.