MBTN ACADEMY

CERTIFICATE

OF ACHIEVEMENT

Xiongtao Lai

AWARDED MBTN CERTIFICATION IN
PROFIT IMPACT METRICS, MARCH 2020

- 100% Completion of Breakeven Analysis module
- 100% Completion of Margins 2: Channels module
- 100% Completion of Cannibalization module
- 100% Completion of Price-Profit Dynamics module
- 100% Completion of Margins 1: Introduction module
- Score of 80% or Better on the Certification Exam

Stu James
President, MBTN

North America - Charlottesville, Virginia, USA
Europe - Hradec Kralove, Czech Republic, EU