$$\begin{aligned} \lambda' &= \alpha \times + \alpha y \\ y' &= c \times + d y \end{aligned} \qquad A = \begin{pmatrix} \alpha & \alpha \\ c & d \end{pmatrix} \\ \begin{pmatrix} A &= c \\ c & d \end{pmatrix} \\ \begin{pmatrix} A &= c \\ c & d \end{pmatrix} \\ \begin{pmatrix} A &= c \\ c & d \\ c & d$$