Recall the steps of G-E for A:

Therefore

$$Ax = b \iff \underbrace{GFEA}_{U}x = \underbrace{GFEb}_{c}$$

i.e.

$$U = GFEA, c = GFEb$$

This is how U and c are related to A and b. Multiplying A by E, then by F, then by G, performs G-E on A.