

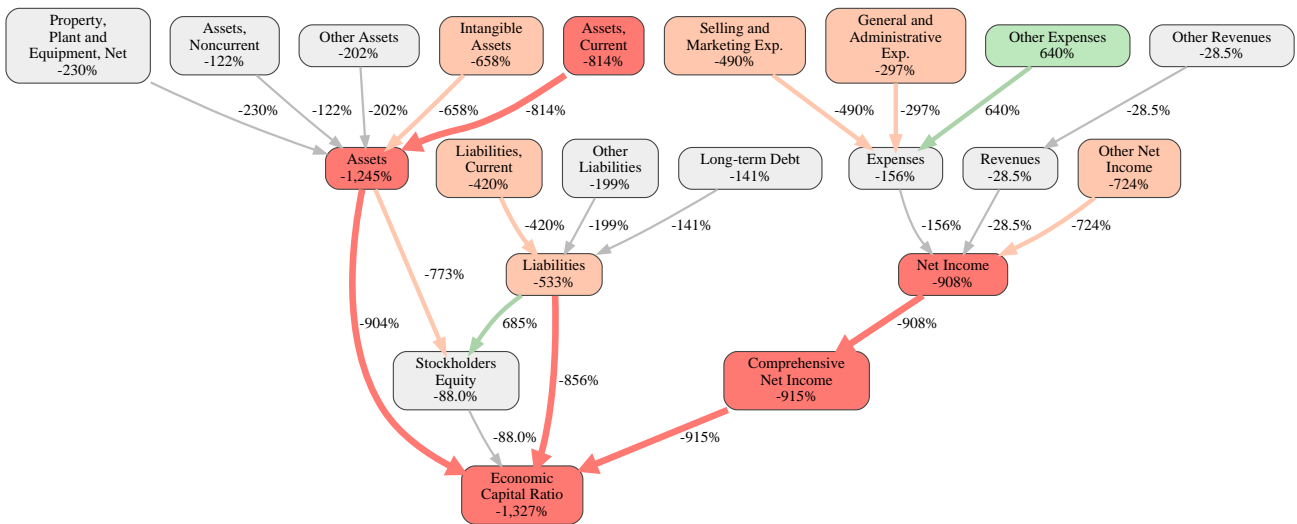


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MOBIVITY HOLDINGS CORP. Rank 107 of 120





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The relative strengths and weaknesses of MOBIVITY HOLDINGS CORP. are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of MOBIVITY HOLDINGS CORP. compared to the market average is the variable Other Expenses, increasing the Economic Capital Ratio by 640% points. The greatest weakness of MOBIVITY HOLDINGS CORP. is the variable Net Income, reducing the Economic Capital Ratio by 908% points.

The company's Economic Capital Ratio, given in the ranking table, is -1,619%, being 1,327% points below the market average of -292%.

Input Variable	Value in 1000 USD
Assets, Current	3,612
Assets, Noncurrent	110
General and Administrative Exp.	4,386
Intangible Assets	1,430
Liabilities, Current	2,662
Long-term Debt	0
Other Assets	0
Other Compr. Net Income	-33
Other Expenses	2,806
Other Liabilities	361
Other Net Income	-4,005
Other Revenues	8,433
Property, Plant and Equipment, Net	0
Research and Development Exp.	1,713
Selling and Marketing Exp.	5,038

Output Variable	Value in 1000 USD
Liabilities	3,023
Assets	5,152
Expenses	13,942
Revenues	8,433
Stockholders Equity	2,129
Net Income	-9,514
Comprehensive Net Income	-9,547
Economic Capital Ratio	-1,619%