

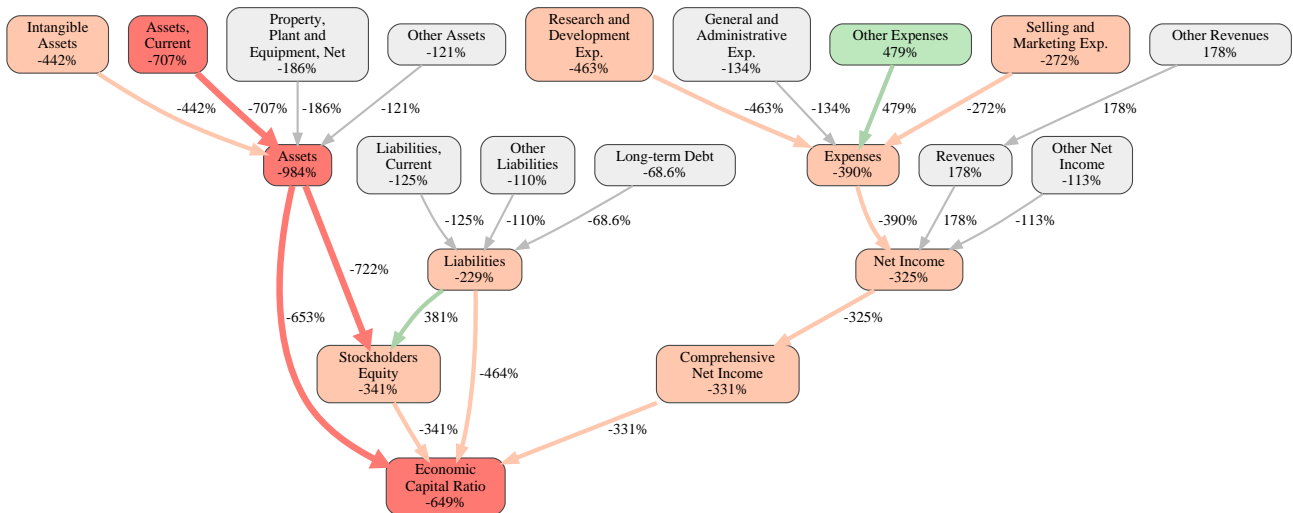


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MOBIVITY HOLDINGS CORP. Rank 120 of 135





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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 479% points. The greatest weakness of MOBIVITY HOLDINGS CORP. is the variable Assets, Current, reducing the Economic Capital Ratio by 707% points.

The company's Economic Capital Ratio, given in the ranking table, is -1,205%, being 649% points below the market average of -556%.

Input Variable	Value in 1000 USD
Assets, Current	1,555
Assets, Noncurrent	89
General and Administrative Exp.	3,357
Intangible Assets	1,480
Liabilities, Current	5,580
Long-term Debt	0
Other Assets	0
Other Compr. Net Income	-33
Other Expenses	3,179
Other Liabilities	181
Other Net Income	-168
Other Revenues	8,592
Property, Plant and Equipment, Net	0
Research and Development Exp.	4,202
Selling and Marketing Exp.	3,632

Output Variable	Value in 1000 USD
Liabilities	5,760
Assets	3,124
Expenses	14,370
Revenues	8,592
Stockholders Equity	-2,637
Net Income	-5,946
Comprehensive Net Income	-5,979
Economic Capital Ratio	-1,205%