

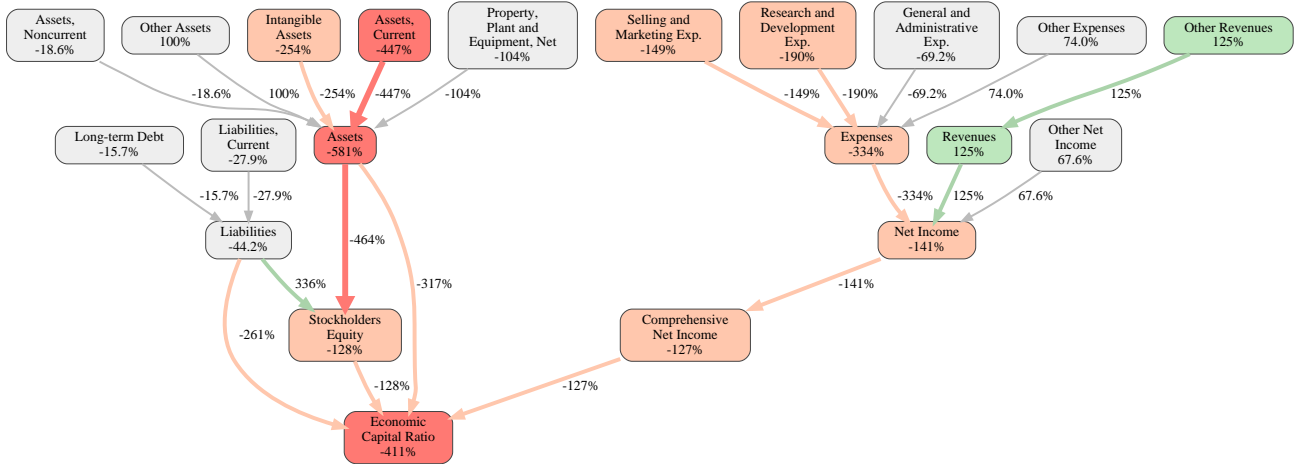


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MOBIVITY HOLDINGS CORP. Rank 109 of 140





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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 Revenues, increasing the Economic Capital Ratio by 125% points. The greatest weakness of MOBIVITY HOLDINGS CORP. is the variable Assets, Current, reducing the Economic Capital Ratio by 447% points.

The company's Economic Capital Ratio, given in the ranking table, is -734%, being 411% points below the market average of -323%.

Input Variable	Value in 1000 USD
Assets, Current	2,471
Assets, Noncurrent	527
General and Administrative Exp.	4,198
Intangible Assets	2,319
Liabilities, Current	6,051
Long-term Debt	0
Other Assets	2,114
Other Compr. Net Income	71
Other Expenses	6,707
Other Liabilities	1,055
Other Net Income	-223
Other Revenues	11,557
Property, Plant and Equipment, Net	0
Research and Development Exp.	3,714
Selling and Marketing Exp.	3,931

Output Variable	Value in 1000 USD
Liabilities	7,106
Assets	7,431
Expenses	18,549
Revenues	11,557
Stockholders Equity	325
Net Income	-7,216
Comprehensive Net Income	-7,145
Economic Capital Ratio	-734%