

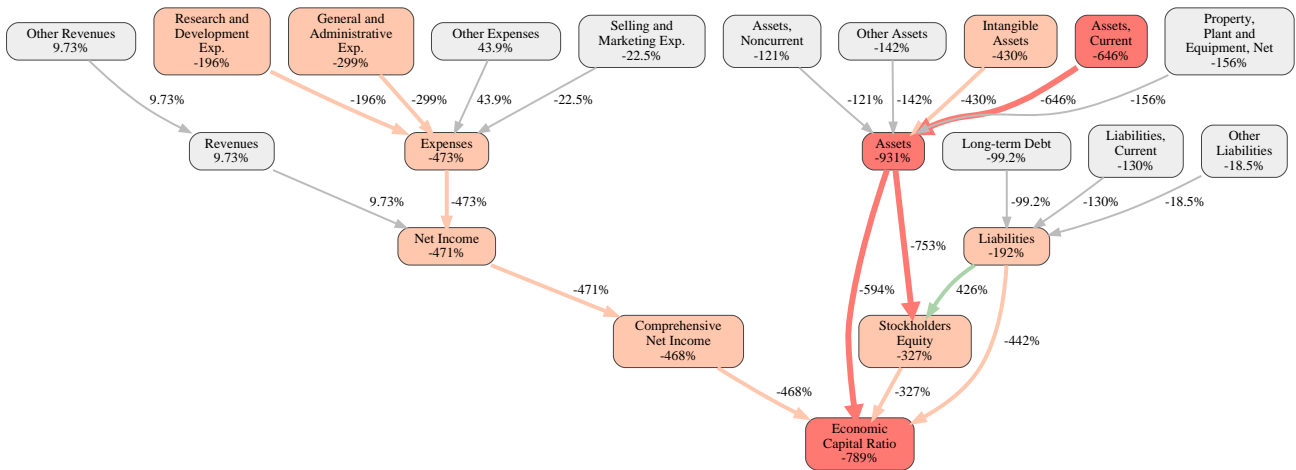


RealRate

# SERVICES-PREPACKAGED SOFTWARE 2020

mobivity

## MOBIVITY HOLDINGS CORP. Rank 117 of 129





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## MOBIVITY HOLDINGS CORP. Rank 117 of 129

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 44% points. The greatest weakness of MOBIVITY HOLDINGS CORP. is the variable Assets, Current, reducing the Economic Capital Ratio by 646% points.

The company's Economic Capital Ratio, given in the ranking table, is -1,076%, being 789% points below the market average of -287%.

Input Variable	Value in 1000 USD
Assets, Current	2,017
Assets, Noncurrent	68
General and Administrative Exp.	5,588
Intangible Assets	2,519
Liabilities, Current	5,226
Long-term Debt	0
Other Assets	1,260
Other Compr. Net Income	4.0
Other Expenses	6,538
Other Liabilities	2,353
Other Net Income	-435
Other Revenues	10,057
Property, Plant and Equipment, Net	0
Research and Development Exp.	3,610
Selling and Marketing Exp.	2,707

Output Variable	Value in 1000 USD
Liabilities	7,579
Assets	5,864
Expenses	18,444
Revenues	10,057
Stockholders Equity	-1,714
Net Income	-8,822
Comprehensive Net Income	-8,818
Economic Capital Ratio	-1,076%