



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 7.4% points. The greatest weakness of Mobivity Holdings CORP is the variable Stockholders Equity, reducing the Economic Capital Ratio by 173% points.

The company's Economic Capital Ratio, given in the ranking table, is 60%, being 292% points below the market average of 352%.

Input Variable	Value in 1000 USD
Assets, Current	1,932
Assets, Noncurrent	0
General and Administrative Exp.	1,338
Intangible Assets	597
Liabilities, Current	6,794
Long-term Debt	1,534
Other Assets	0
Other Compr. Net Income	217
Other Expenses	563
Other Liabilities	11,395
Other Net Income	-3,107
Other Revenues	1,144
Property, Plant and Equipment, Net	29
Research and Development Exp.	3,597
Selling and Marketing Exp.	2,772

Output Variable	Value in 1000 USD
Liabilities	19,723
Assets	2,558
Expenses	8,270
Revenues	1,144
Stockholders Equity	-17,164
Net Income	-10,233
Comprehensive Net Income	-10,016
ECR before Limited Liability	-598%
Economic Capital Ratio	60%