

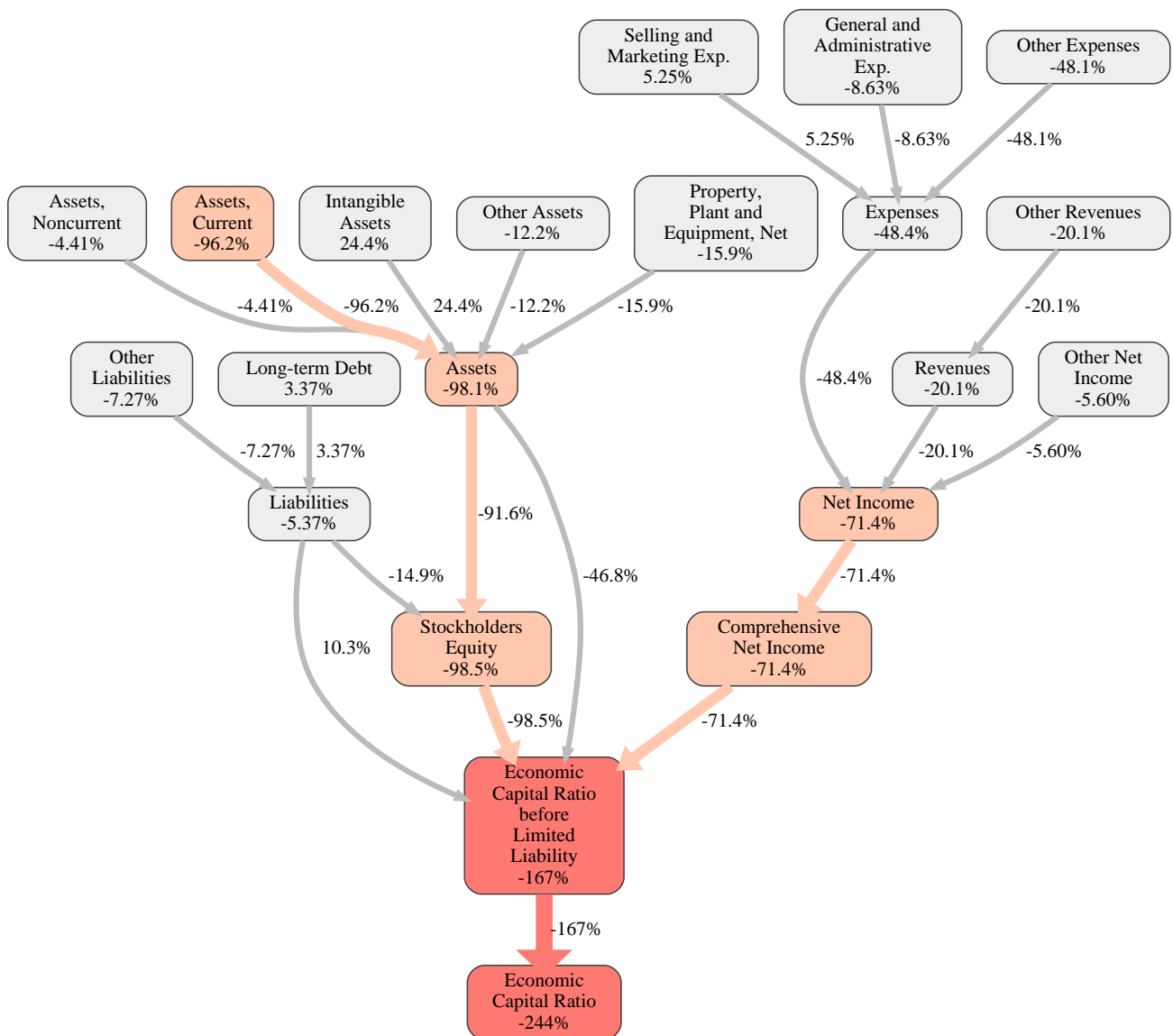


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Mobivity Holdings CORP
Rank 113 of 133



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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 Intangible Assets, increasing the Economic Capital Ratio by 24% points. The greatest weakness of Mobivity Holdings CORP is the variable Stockholders Equity, reducing the Economic Capital Ratio by 98% points.

The company's Economic Capital Ratio, given in the ranking table, is 108%, being 244% points below the market average of 352%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	260	Liabilities	7,966
Assets, Noncurrent	197	Assets	4,601
General and Administrative Exp.	3,626	Expenses	18,058
Intangible Assets	4,119	Revenues	2,524
Liabilities, Current	5,182	Stockholders Equity	-3,365
Long-term Debt	0	Net Income	-16,313
Other Assets	0	Comprehensive Net Income	-16,313
Other Compr. Net Income	0	Economic Capital Ratio before Limited Liability	-436%
Other Expenses	13,501	Economic Capital Ratio	108%
Other Liabilities	2,784		
Other Net Income	-779		
Other Revenues	2,524		
Property, Plant and Equipment, Net	25		
Research and Development Exp.	348		
Selling and Marketing Exp.	583		