

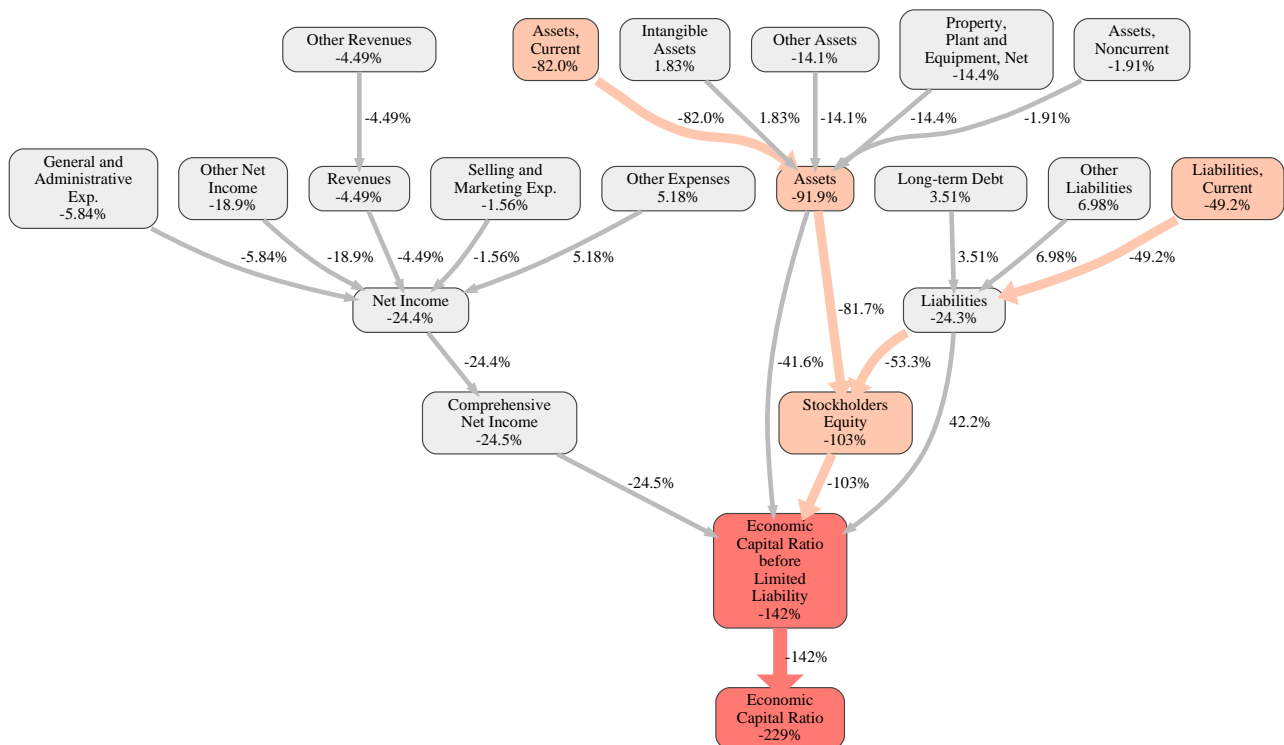


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Mobivity Holdings CORP
Rank 127 of 158



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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 Liabilities, increasing the Economic Capital Ratio by 7.0% points. The greatest weakness of Mobivity Holdings CORP is the variable Stockholders Equity, reducing the Economic Capital Ratio by 103% points.

The company's Economic Capital Ratio, given in the ranking table, is 109%, being 229% points below the market average of 337%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	445	Liabilities	9,740
Assets, Noncurrent	187	Assets	3,350
General and Administrative Exp.	2,985	Expenses	7,847
Intangible Assets	2,704	Revenues	4,080
Liabilities, Current	9,740	Stockholders Equity	-6,390
Long-term Debt	0	Net Income	-7,339
Other Assets	0	Comprehensive Net Income	-7,339
Other Compr. Net Income	0	Economic Capital Ratio before Limited Liability	-434%
Other Expenses	2,737	Economic Capital Ratio	109%
Other Liabilities	0		
Other Net Income	-3,572		
Other Revenues	4,080		
Property, Plant and Equipment, Net	14		
Research and Development Exp.	562		
Selling and Marketing Exp.	1,563		