

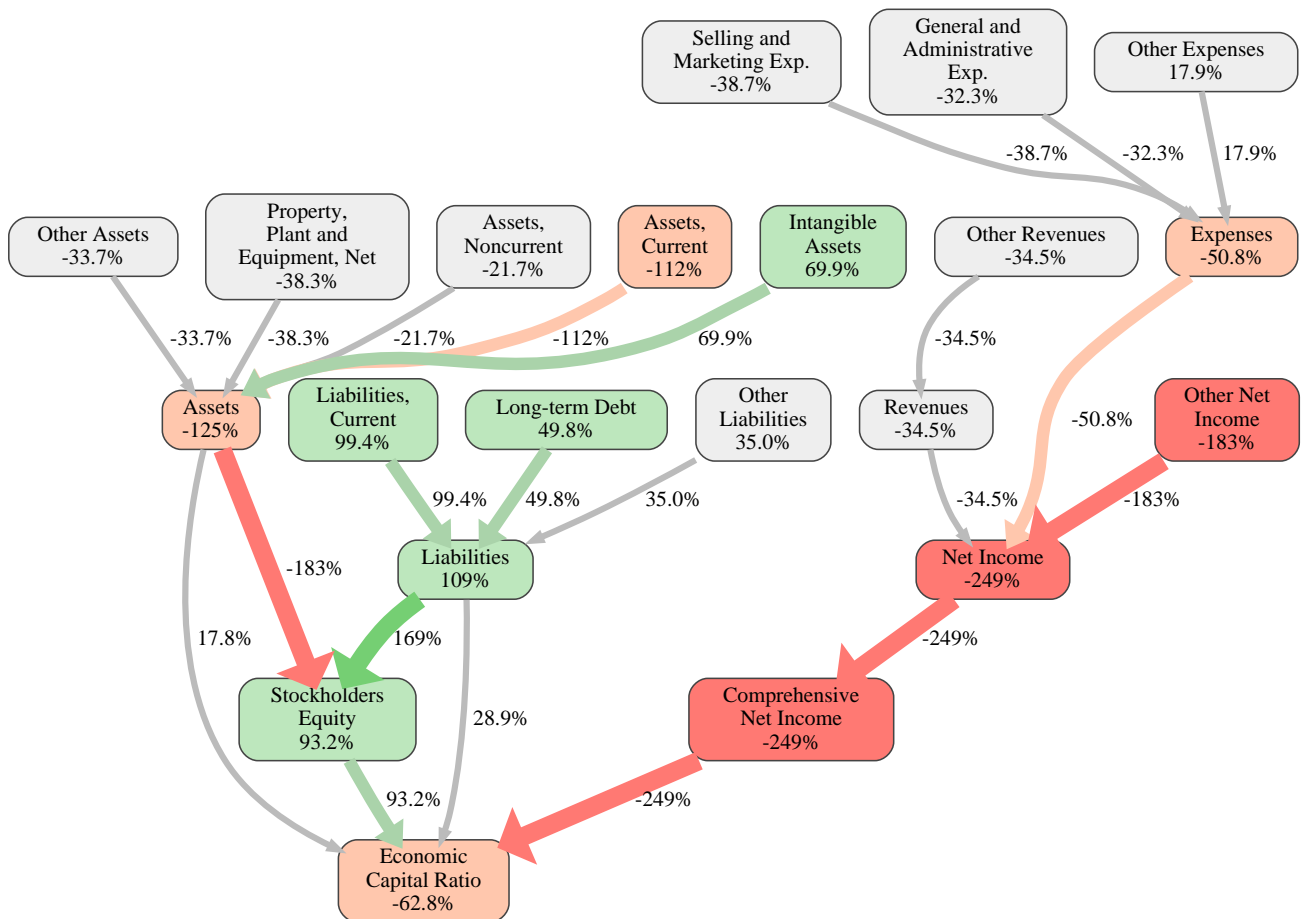


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# SERVICES-PREPACKAGED SOFTWARE 2014

mobivity

Mobivity Holdings CORP  
Rank 107 of 160



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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 Liabilities, increasing the Economic Capital Ratio by 109% points. The greatest weakness of Mobivity Holdings CORP is the variable Net Income, reducing the Economic Capital Ratio by 249% points.

The company's Economic Capital Ratio, given in the ranking table, is 282%, being 63% points below the market average of 344%.

Input Variable	Value in 1000 USD
Assets, Current	2,993
Assets, Noncurrent	64
General and Administrative Exp.	3,417
Intangible Assets	4,044
Liabilities, Current	0
Long-term Debt	0
Other Assets	0
Other Compr. Net Income	0
Other Expenses	3,103
Other Liabilities	1,110
Other Net Income	-10,039
Other Revenues	4,094
Property, Plant and Equipment, Net	0
Research and Development Exp.	825
Selling and Marketing Exp.	3,469

Output Variable	Value in 1000 USD
Liabilities	1,110
Assets	7,102
Expenses	10,814
Revenues	4,094
Stockholders Equity	5,992
Net Income	-16,759
Comprehensive Net Income	-16,759
Economic Capital Ratio before Limited Liability	73%
Economic Capital Ratio	282%