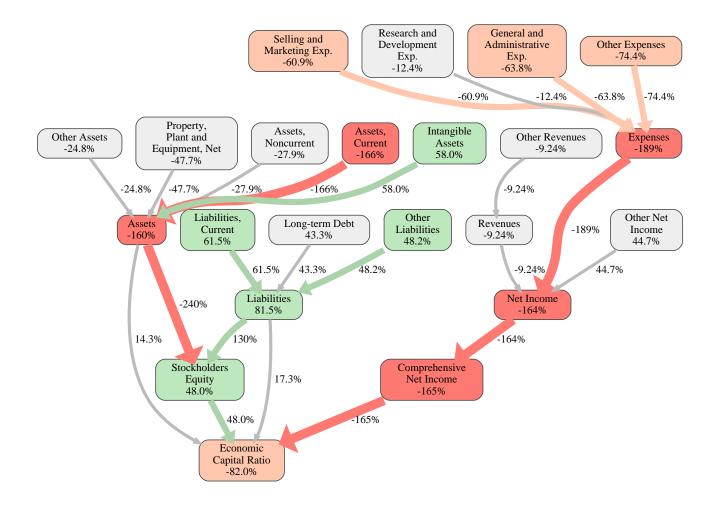


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The relative strengths and weaknesses of Mobivity Holdings CORP are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Mobivity Holdings CORP compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 81% points. The greatest weakness of Mobivity Holdings CORP is the variable Expenses, reducing the Economic Capital Ratio by 189% points.

The company's Economic Capital Ratio, given in the ranking table, is 257%, being 82% points below the market average of 339%.

Input Variable	Value in 1000 USD
Assets, Current	1,337
Assets, Noncurrent	99
General and Administrative Exp.	4,271
Intangible Assets	3,932
Liabilities, Current	1,705
Long-term Debt	0
Other Assets	0
Other Compr. Net Income	0
Other Expenses	6,523
Other Liabilities	0
Other Net Income	1,595
Other Revenues	4,000
Property, Plant and Equipment, Net	0
Research and Development Exp.	1,346
Selling and Marketing Exp.	3,895

Output Variable	Value in 1000 USD
Liabilities	1,705
Assets	5,369
Expenses	16,036
Revenues	4,000
Stockholders Equity	3,664
Net Income	-10,441
Comprehensive Net Income	-10,441
Economic Capital Ratio before Limited Liability	47%
Economic Capital Ratio	257%

