

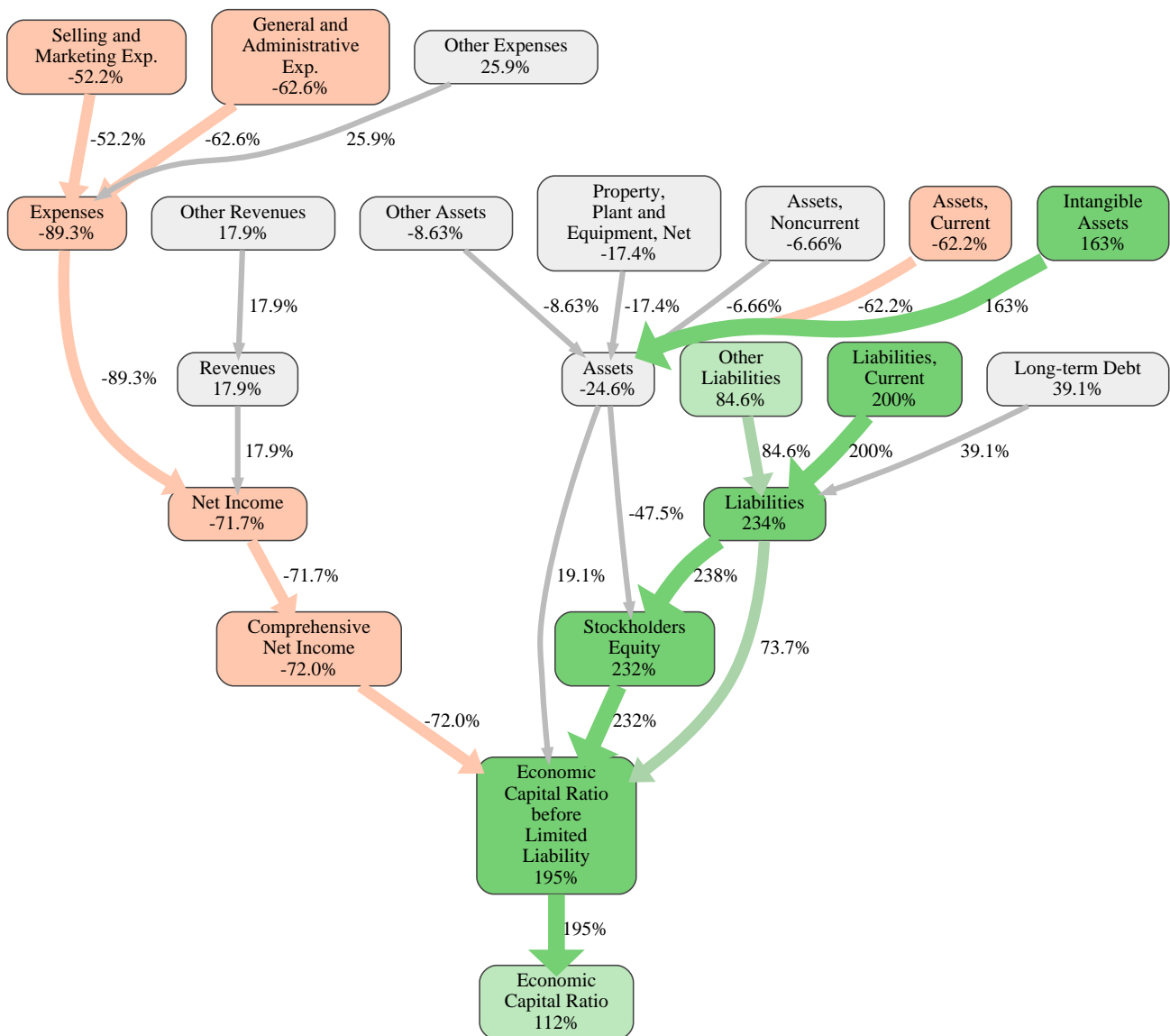


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Mobivity Holdings CORP
Rank 40 of 150



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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 234% points. The greatest weakness of Mobivity Holdings CORP is the variable Expenses, reducing the Economic Capital Ratio by 89% points.

The company's Economic Capital Ratio, given in the ranking table, is 444%, being 112% points above the market average of 332%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	1,466	Liabilities	1,059
Assets, Noncurrent	173	Assets	5,934
General and Administrative Exp.	4,556	Expenses	10,864
Intangible Assets	4,295	Revenues	4,619
Liabilities, Current	1,059	Stockholders Equity	4,874
Long-term Debt	0	Net Income	-6,133
Other Assets	0	Comprehensive Net Income	-6,133
Other Compr. Net Income	0	Economic Capital Ratio before Limited Liability	285%
Other Expenses	1,554	Economic Capital Ratio	444%
Other Liabilities	0		
Other Net Income	112		
Other Revenues	4,619		
Property, Plant and Equipment, Net	0		
Research and Development Exp.	729		
Selling and Marketing Exp.	4,025		