

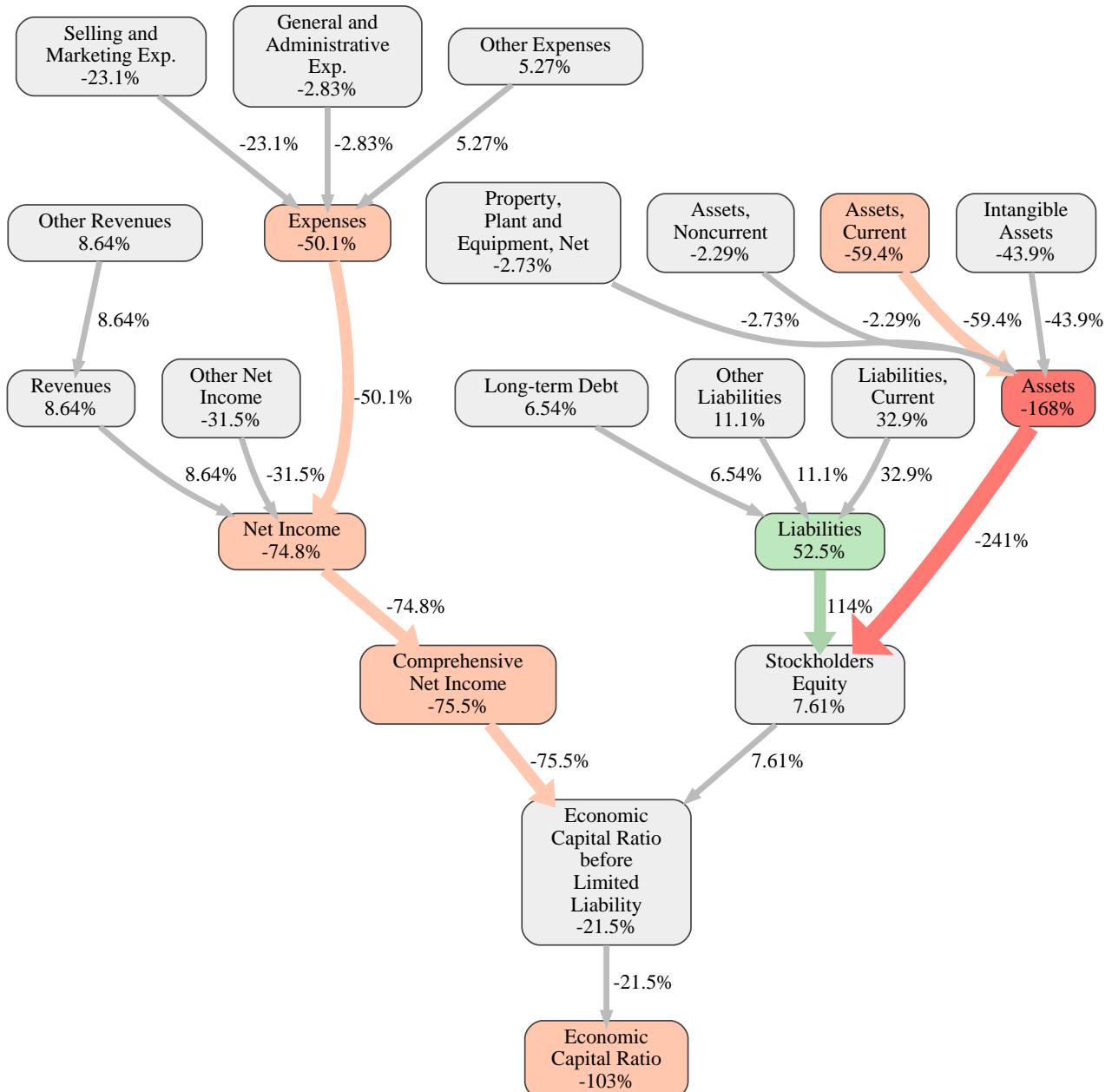


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Mobivity Holdings CORP
Rank 95 of 132



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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 52% points. The greatest weakness of Mobivity Holdings CORP is the variable Assets, reducing the Economic Capital Ratio by 168% points.

The company's Economic Capital Ratio, given in the ranking table, is 209%, being 103% points below the market average of 313%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	3,612	Liabilities	3,023
Assets, Noncurrent	110	Assets	5,152
General and Administrative Exp.	4,386	Expenses	13,942
Intangible Assets	1,430	Revenues	8,433
Liabilities, Current	2,662	Stockholders Equity	2,129
Long-term Debt	0	Net Income	-9,514
Other Assets	0	Comprehensive Net Income	-9,547
Other Compr. Net Income	-33	Economic Capital Ratio before Limited Liability	-62%
Other Expenses	2,806	Economic Capital Ratio	209%
Other Liabilities	361		
Other Net Income	-4,005		
Other Revenues	8,433		
Property, Plant and Equipment, Net	0		
Research and Development Exp.	1,713		
Selling and Marketing Exp.	5,038		