

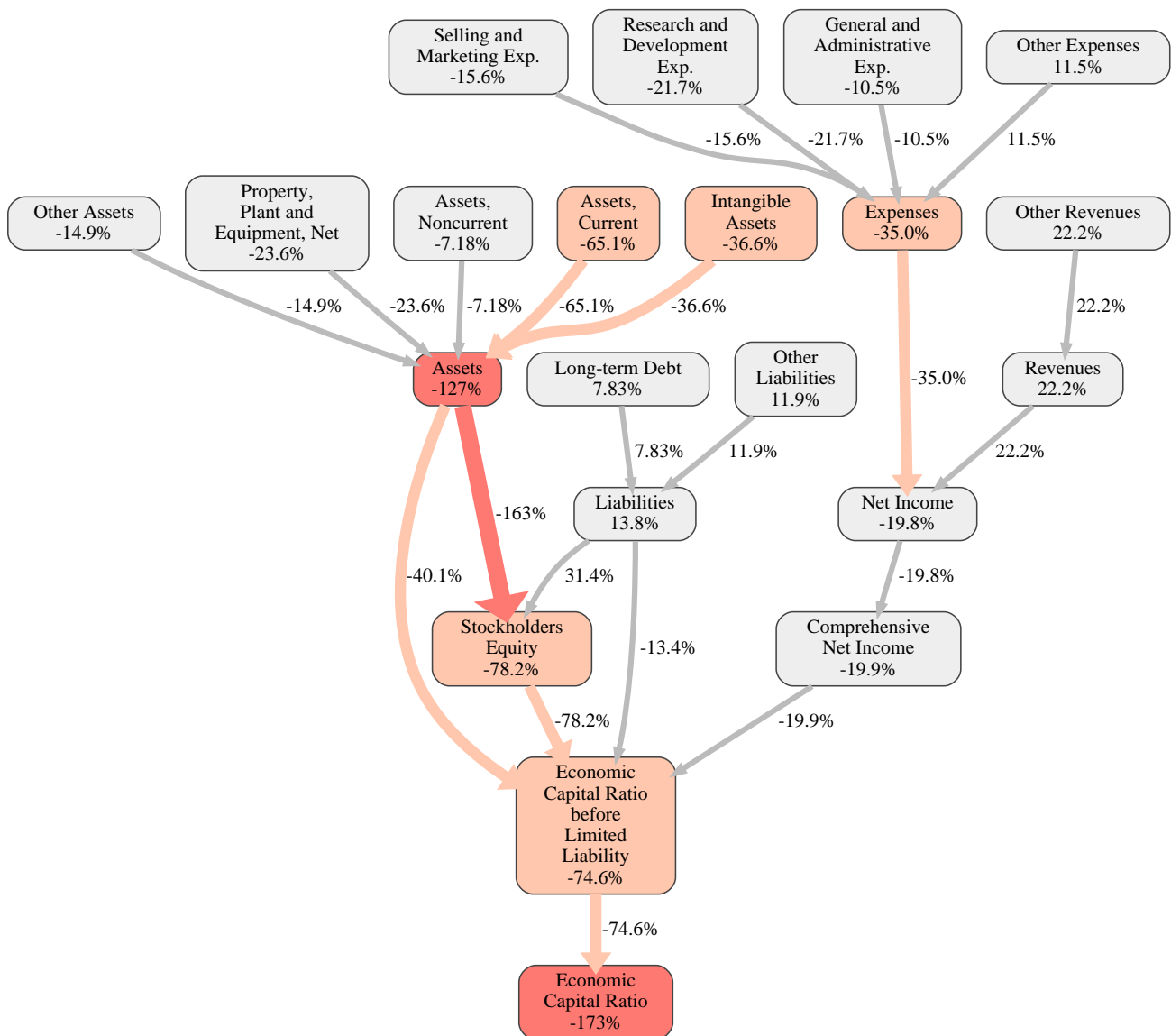


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Mobivity Holdings CORP
Rank 111 of 135



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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 Revenues, increasing the Economic Capital Ratio by 22% points. The greatest weakness of Mobivity Holdings CORP is the variable Assets, reducing the Economic Capital Ratio by 127% points.

The company's Economic Capital Ratio, given in the ranking table, is 144%, being 173% points below the market average of 317%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	1,555	Liabilities	5,760
Assets, Noncurrent	89	Assets	3,124
General and Administrative Exp.	3,357	Expenses	14,370
Intangible Assets	1,480	Revenues	8,592
Liabilities, Current	5,580	Stockholders Equity	-2,637
Long-term Debt	0	Net Income	-5,946
Other Assets	0	Comprehensive Net Income	-5,979
Other Compr. Net Income	-33	Economic Capital Ratio before Limited Liability	-330%
Other Expenses	3,179	Economic Capital Ratio	144%
Other Liabilities	181		
Other Net Income	-168		
Other Revenues	8,592		
Property, Plant and Equipment, Net	0		
Research and Development Exp.	4,202		
Selling and Marketing Exp.	3,632		