

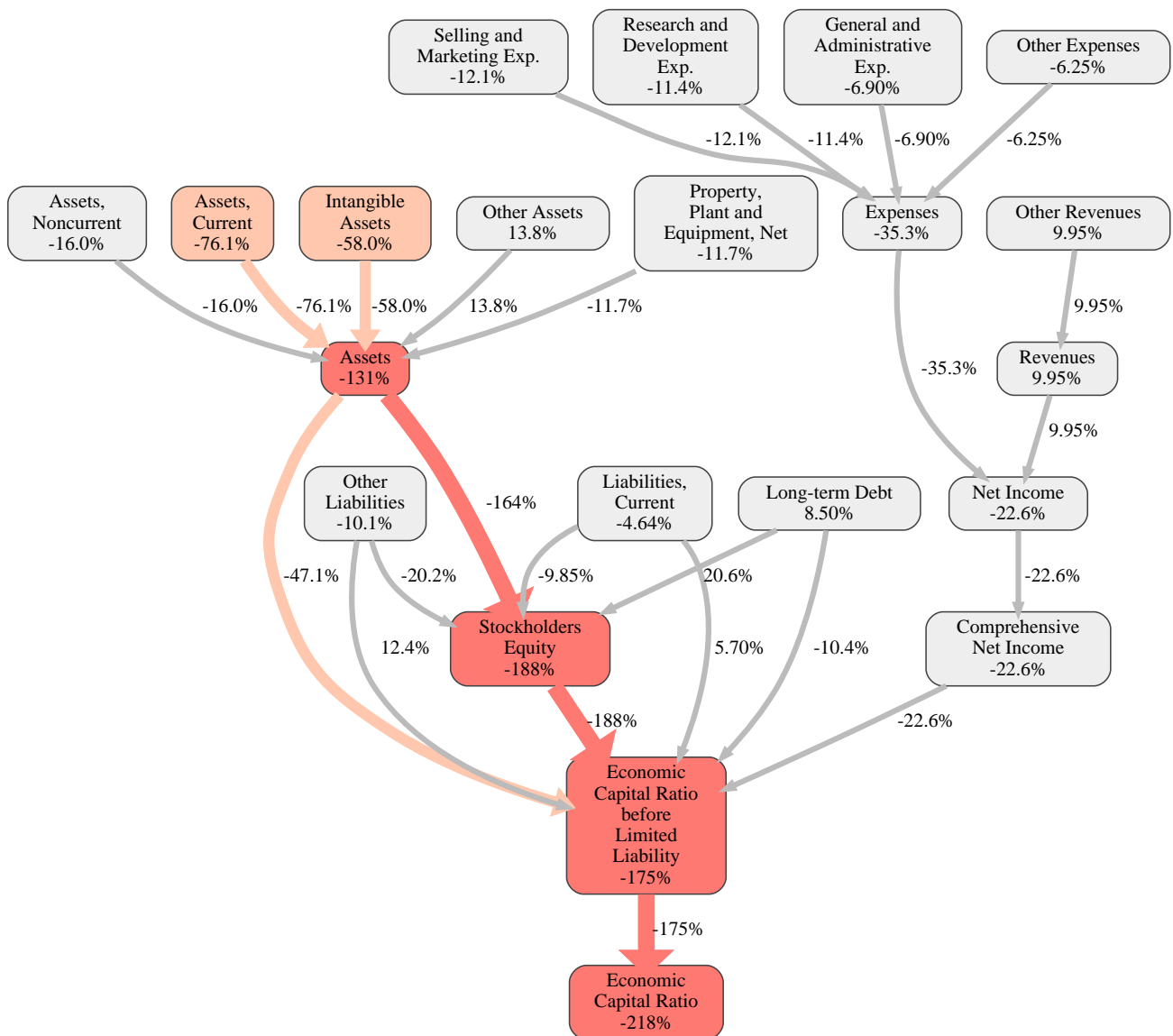


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Mobivity Holdings CORP
Rank 163 of 185



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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 Assets, increasing the Economic Capital Ratio by 14% points. The greatest weakness of Mobivity Holdings CORP is the variable Stockholders Equity, reducing the Economic Capital Ratio by 188% points.

The company's Economic Capital Ratio, given in the ranking table, is 133%, being 218% points below the market average of 351%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	1,541	Liabilities	9,722
Assets, Noncurrent	173	Assets	4,438
General and Administrative Exp.	3,585	Expenses	17,048
Intangible Assets	1,536	Revenues	8,175
Liabilities, Current	5,996	Stockholders Equity	-5,284
Long-term Debt	1,189	Net Income	-8,260
Other Assets	1,188	Comprehensive Net Income	-8,288
Other Compr. Net Income	-29	Economic Capital Ratio before Limited Liability	-363%
Other Expenses	5,877	Economic Capital Ratio	133%
Other Liabilities	2,538		
Other Net Income	614		
Other Revenues	8,175		
Property, Plant and Equipment, Net	0		
Research and Development Exp.	3,584		
Selling and Marketing Exp.	4,003		