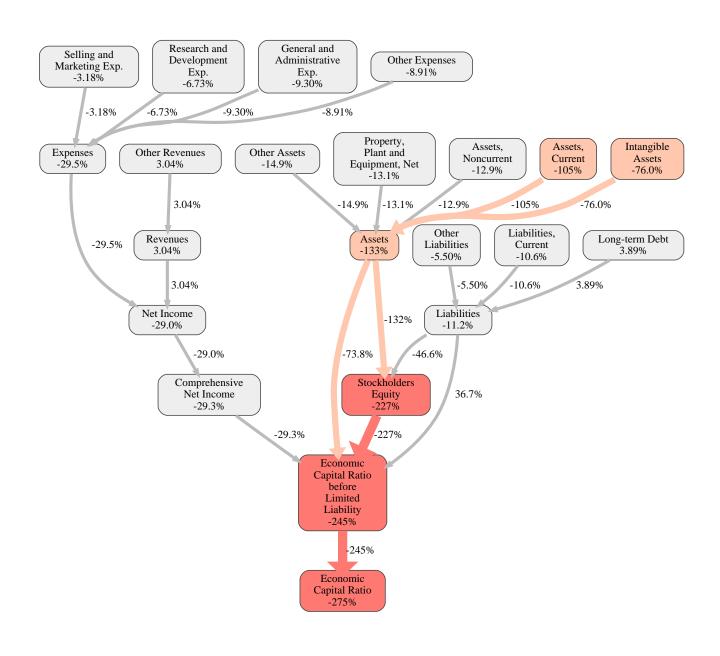


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mobivity

Mobivity Holdings CORP Rank 192 of 201





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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 Long-term Debt, increasing the Economic Capital Ratio by 3.9% points. The greatest weakness of Mobivity Holdings CORP is the variable Stockholders Equity, reducing the Economic Capital Ratio by 227% points.

The company's Economic Capital Ratio, given in the ranking table, is 79%, being 275% points below the market average of 354%.

Input Variable	Value in 1000 USD
Assets, Current	1,703
Assets, Noncurrent	138
General and Administrative Exp.	4,307
Intangible Assets	1,177
Liabilities, Current	8,373
Long-term Debt	937
Other Assets	0
Other Compr. Net Income	-49
Other Expenses	6,773
Other Liabilities	2,512
Other Net Income	-839
Other Revenues	7,534
Property, Plant and Equipment, Net	0
Research and Development Exp.	3,060
Selling and Marketing Exp.	2,617

Output Variable	Value in 1000 USD
Liabilities	11,822
Assets	3,018
Expenses	16,756
Revenues	7,534
Stockholders Equity	-8,805
Net Income	-10,061
Comprehensive Net Income	-10,110
Economic Capital Ratio before Limited Liability	-528%
Economic Capital Ratio	79%

