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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

**FORM 12b-25**

NOTIFICATION OF LATE FILING

**Commission File Number: 000-53851**

(Check one)

Form 10-K and Form 10-KSB  Form 11-K  Form 20-F  Form 10-Q and Form 10-QSB  Form N-SAR

For Period Ended: December 31, 2023

- Transition Report on Form 10-K and Form 10-KSB  
 Transition Report on Form 20-F  
 Transition Report on Form 11-K  
 Transition Report on Form 10-Q and Form 10-QSB  
 Transition Report on Form N-SAR

For Transition Period Ended:

Read Attached Instruction Sheet Before Preparing Form. Please Print or Type.

Nothing in this form shall be construed to imply that the Commission has verified any information contained herein.

If the notification relates to a portion of the filing checked above, identify the item(s) to which the notification relates:

**PART I  
REGISTRANT INFORMATION**

Full Name of Registrant: **Mobivity Holdings Corp.**

Former Name if Applicable: N/A

Address of Principal Executive Office (Street and Number): **3133 West Frye Road, #215**

City, State and Zip Code: **Chandler, AZ 85226**

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**PART II  
RULES 12b-25(b) AND (c)**

If the subject report could not be filed without unreasonable effort or expense and the registrant seeks relief pursuant to Rule 12b-25(b), the following should be completed. (Check box if appropriate)

- (a) The reasons described in reasonable detail in Part III of this form could not be eliminated without unreasonable effort or expense;
- (b) The subject annual report, semi-annual report, transition report on Form 10-K, 10-KSB, 20-F, 11-K or Form N-SAR, or portion thereof will be filed on or before the 15<sup>th</sup> calendar day following the prescribed due date; or the subject quarterly report or transition report on Form 10-Q, 10-QSB, or portion thereof will be filed on or before the fifth calendar day following the prescribed due date; and
- (c) The accountants statement or other exhibit required by Rule 12b-25(c) has been attached if applicable.

**PART III  
NARRATIVE**

State below in reasonable detail the reasons why Form 10-K, 10-KSB, 11-K, 20-F, 10-Q, 10-QSB, N-SAR, or the transition report or portion thereof could not be filed within the prescribed period. (Attach extra sheets if needed.)

Mobivity Holdings Corp. (the "Company") will not, without unreasonable effort and expense, be able to file its Annual Report on Form 10-K for the fiscal year ended December 31, 2023 (the "Form 10-K") within the prescribed time period due to delays in completion of the audit for the financial statements for the fiscal year ended December 31, 2023.

The Form 10-K cannot be filed within the prescribed time period because the Company's auditor requires additional time to review and finalize its audit of the Company's financial statements to ensure adequate disclosure of the financial information required to be included in the Form 10-K. The Company has dedicated significant resources to completing the Form 10-K and is working diligently with the auditor to complete the necessary work to file the Form 10-K as soon as practicable within the 15th calendar day following the prescribed due date.

**PART IV  
OTHER INFORMATION**

(1) Name and telephone number of person to contact in regard to this notification

\_\_\_\_\_  
Skye Fossey-Tomaske  
(Name)

\_\_\_\_\_  
(480)  
(Area Code)

\_\_\_\_\_  
616-9845  
(Telephone Number)

(2) Have all other periodic reports required under Section 13 or 15(d) of the Securities Exchange Act of 1934 or Section 30 of the Investment Company Act of 1940 during the preceding 12 months or for such shorter period that the registrant was required to file such report(s) been filed? If the answer is no, identify report(s).  
 Yes  No

(3) Is it anticipated that any significant change in results of operations from the corresponding period for the last fiscal year will be reflected by the earnings statements to be included in the subject report or portion thereof:  
 Yes  No

If so: attach an explanation of the anticipated change, both narratively and quantitatively, and, if appropriate, state the reasons why a reasonable estimate of the results cannot be made.

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**Mobivity Holdings Corp.**  
(Name of Registrant as Specified in Charter)

Has caused this notification to be signed on its behalf by the undersigned thereunto duly authorized.

DATE: April 1, 2024

By: /s/ Skye Fossey-Tomaske  
Skye Fossey-Tomaske  
Interim Chief Financial Officer

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