

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): August 16, 2022

Mobivity Holdings Corp.

(Exact name of registrant as specified in its charter)

Nevada
(State or Other Jurisdiction
of Incorporation)

000-53851
(Commission File
Number)

26-3439095
(I.R.S. Employer
Identification Number)

3133 West Frye Road, # 215
Chandler, Arizona 85226
(Address of principal executive offices) (zip code)

(866) 282-7660
(Registrant's telephone number, including area code)

(Former name or former address, if changed since last report)

Securities registered pursuant to Section 12(b) of the Act

None

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligations of the registrant under any of the following provisions.

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01 Regulation FD Disclosure

On August 16, 2022, the Company posted an investor presentation to its website at https://content.equisolve.net/6334f3ab578ed73e4f3c3cd1f7af0764/mobivity/db/221/2108/pdf/Mobivity+Investor+Deck+Q32022_v1.pdf. A copy of the investor presentation is attached as Exhibit 99.1 to this Current Report on Form 8-K.

The information in this Current Report on Form 8-K, including Exhibit 99.1 attached hereto, is being furnished and shall not be deemed “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that Section, nor shall it be deemed subject to the requirements of amended Item 10 of Regulation S-K, nor shall it be deemed incorporated by reference into any filing of the Company under the Securities Act of 1933, as amended, or the Exchange Act, whether made before or after the date hereof, regardless of any general incorporation language in such filing. The furnishing of this information hereby shall not be deemed an admission as to the materiality of any such information.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

Method Filing

The following exhibit is furnished with this report:

Exhibit 99.1	Mobivity Investor Presentation dated August 16, 2022	Filed Electronically herewith
Exhibit 104	Cover Page Interactive Data File (embedded within the Inline XBRL document)	

SIGNATURES

Pursuant to the requirements of the Securities and Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

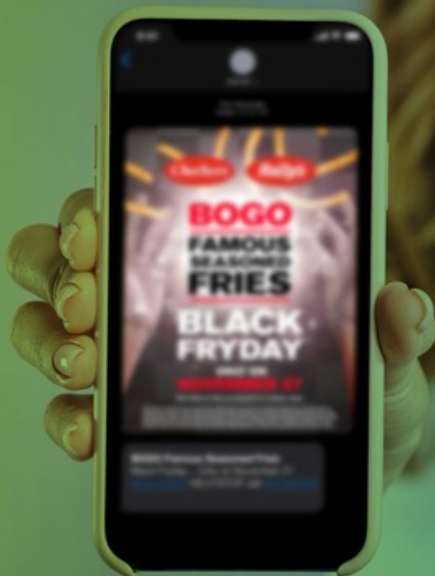
MOBIVITY HOLDINGS CORP.

August 16, 2022

By: /s/ Dennis Becker
Dennis Becker,
Chief Executive Officer

Building the Internet of Rewards

Investor Presentation, Q3, 2022



mobivity
OTCQB: MFON

Private and Confidential - Mobivity © 2022



➤ Legal Disclaimer

Included herein are certain forward-looking statements. All statements, other than statements of historical facts, included herein that address activities, events, or development that we expect or anticipate will or may occur in the future are forward-looking statements. Forward-looking statements involve assumptions and are subject to known and unknown risks and uncertainties that could cause actual results or performance to differ materially from those expressed or implied by such forward-looking statements. Although we believe that the assumptions reflected in forward-looking statements are reasonable as of the date of this presentation, we can give no assurance that such assumptions will prove to have been correct. You should also know that forward-looking statements are not guaranties of future performance, and are subject to risks, uncertainties, and assumptions. Should any of these risks or uncertainties materialize, or should any of our assumptions prove incorrect, actual results may differ materially from those included within our forward-looking statements. These and other risks and uncertainties associated with our business are described in our public reports including our Annual Report on Form 10-K for the year ended December 31, 2021, filed with the Securities and Exchange Commission. We do not assume an obligation and do not intend to update these forward looking statements.

The industry and market data presented herein are inherently estimates, and are based upon third-party data as well as information derived from the Company's own internal estimates. While the Company believe that these data are reasonable, in some cases these data are based on others' estimates and cannot be verified by the Company. Accordingly, readers are cautioned not to place undue reliance on the industry and market data included herein.

This presentation contains trademarks, trade names, and service marks of other companies. We do not intend our use or display of other companies' trademarks, trade names, or service marks to imply a relationship with, or endorsement or sponsorship of us by, these other companies.

Integrating gaming networks,
restaurants, fuel and more

100,000+
Locations

Creating an **Internet of Rewards** to **Connect** Consumers to Brands at the Point of Engagement

Vast reach to millions of consumers
through major brands

mobivity

3

> Advertising is Facing a Historic Challenge

Reaching consumers via targeted ads fueled by third party privacy pilfering is going extinct thanks to personal data protections being imposed by major mobile phone manufacturers. Mobivity's Connected Rewards addresses this challenge by providing real value to consumers across everyday activities from eating at their favorite restaurant to filling up their tank to playing a game!

RESTAURANT



163M

DINE OUT ≥1/WEEK ¹

CONVENIENCE



165M

C-STORE CUSTOMERS/DAY ²

GAMING



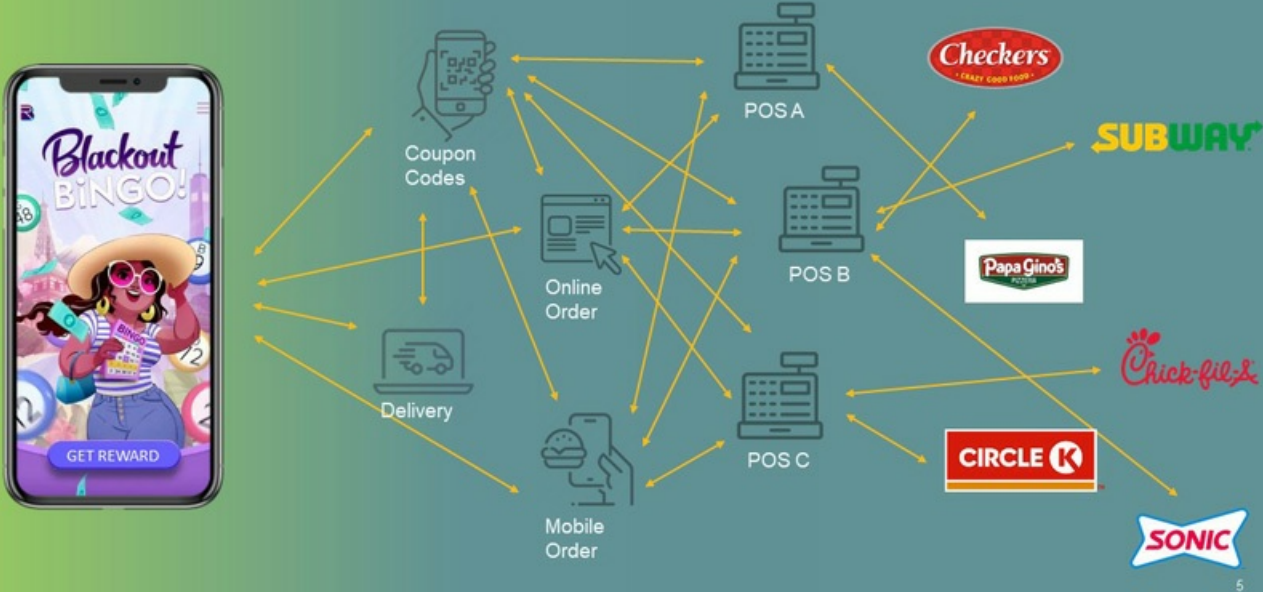
213M

GAMERS IN U.S. ³

mobivity

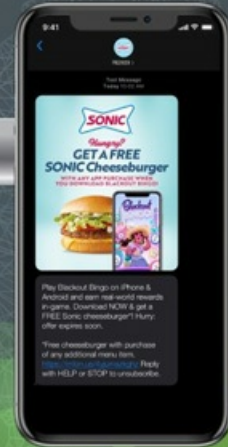
SOURCES: ¹ ICSC Survey, ² NACS 'Time to Shop' Study, and ³ Newzoo research (Jan. 12, 2022)

Instantly Delivering Real-World Rewards From Digital Channels is an Integration Nightmare



> Mobivity's Connected Rewards Cloud™

Mobivity's Connected Rewards Cloud™ provides the plumbing that instantly connects **app users** with **brands** to reward consumers!



mobivity

Brands Can Leverage Rewards to Help Game Publishers Attract Players!



1 PROMOTE

Promote app with offer via brand's owned media channels

2 DOWNLOAD

Customer downloads app via the app store

3 REWARD

Customer receives REWARD from the brand

4 REDEEM

Players REDEEM reward via digital order in the App, online or in-store

mobivity

Customer, Brands & Publishers win by attracting and keeping new customers!

Game Publishers Can Reward Consumers With Brand Promotions



1 PLAY GAMES

Millions of gamers **PLAY** their favorite mobile games



2 EARN POINTS

Players **EARN** points and redeem for brand's rewards



3 GET REWARD

Customer receives **REWARD** from a favorite brand



4 REDEEM OFFER

Players are driven in-store or online to **REDEEM** reward

mobivity

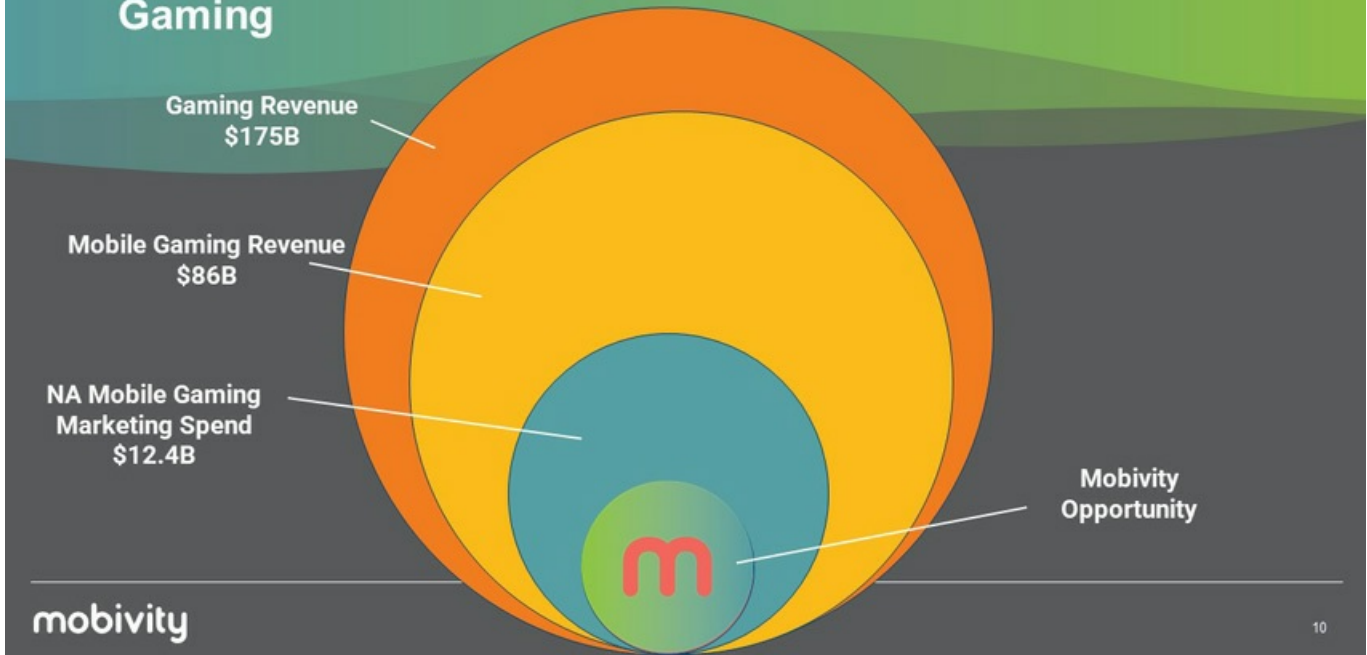
Millions of rewards viewed monthly across several game titles

Mobivity's Vast Reach to Real-World Rewards

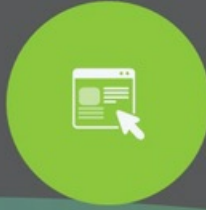


mobivity

> Large Addressable Market for Connected Rewards in Gaming



> Revenue Model



One Time
Development and
Deployment



Recurring
Licensing and
Usage Fees for
Reward Trxns



Multi-Year
Contracts

> Investment Highlights

CONNECTED REWARDS - UNLOCKING THE MASSIVE POTENTIAL OF AN INTERNET OF REWARDS



Market leading cloud-based solution already connected to over 100,000 restaurants, convenience store and fuel locations to deliver real-world rewards



Rapidly growing number of gaming publishers and ad networks creating an accelerating network effect



Increasing privacy protections fueling market demand for effective advertising solutions not reliant on personal data



Mobility restaurant, convenience store and fuel customers reach hundreds of millions of consumers



Existing Leading Enterprise Brand Clients

SUBWAY

pepsi

SONIC

CIRCLE 



Levered to growth through expansion among current customers and expansion among current verticals, and new vertical end markets

> Our Team

Dennis Becker

Founder, Chairman/CEO

With more than two decades of experience building, financing, and acquiring enterprises redefining the way technology and business interact, Dennis Becker leads Mobivity's vision of bringing businesses more customers, more often through disruptive technologies. An inventor of several patents, Becker's background also includes awards as founder of Frontier Corporation and CEO of Bexel Technologies. Prior to Mobivity, Dennis studied Computer Science at the University of Oregon and served in the USAF.

Lisa Brennan

Chief Financial Officer

Brennan was recently the CFO at Merchant Customer Exchange "MCX", a mobile payment technology business, culminating in the company's acquisition by JPMorgan Chase. Additionally, Ms. Brennan brings more than 25 years of experience in key financial leadership roles in SaaS technology, management consulting, and retail. Brennan holds a BA, Summa Cum Laude, in Mathematics and Economics from Wellesley College, MS in mathematics from Brandeis University, and an MBA from the Massachusetts Institute of Technology Sloan School of Business. She began her career at Boston Consulting Group, and has held leadership roles at Designs Inc., which owned multiple retail concepts including Levi's Outlets, the Original Levi's Stores and Boston Trading Company, BBM Holdings, and most recently as the CFO at MCX.

Jeff Griffith

EVP Product Mgmt. and Engineering

Jeff Griffith leads all aspects of the company's customer-focused platform innovation. Jeff previously worked for Alcatel-Lucent where he led the Wireless Professional Services division, in addition to other senior product and engineering roles during his tenure. Over his more than 25 years in the industry, Jeff has held product and engineering leadership roles in several global companies including: AG Communication Systems; and Honeywell Aerospace. Jeff also served as a professor at Grand Canyon University College of Science and Technology.

Jennifer Taylor-Glick

Chief Customer Officer

Jennifer leads all customer related operations for Mobivity including account management, service and support. She has almost a decade of experience advising and supporting digital programs for major global brands such as Subway, Sonic Drive-in, Circle K, Pepsi and many others. Prior to Mobivity, Taylor-Glick spent 16 years in the restaurant industry in various services and management roles. Jennifer holds a Bachelor of Science degree from Oklahoma State University.

Jeff Michaels

VP Marketing/Sales Enablement

Jeff Michaels has over 20 years of experience leading Sales, Marketing, and Customer Success teams for global organizations across various industries. Over the last 15 years, Jeff has worked specifically with SaaS organizations like Vista Equity/Kibo Commerce to grow the organization's eCommerce and personalization prominence domestically and abroad, both direct and by developing the reseller network. His experience typically resulted in working with the C-Suite, and with eCommerce, and Digital Marketing leaders within the Retail, CPG, and Manufacturing sector to grow their business while leading the charge within his own organizations to achieve industry-leading growth.

mobivity

Mobivity has delivered billions of offers and promotions through its proprietary software and messaging channels and has built large, owned audiences for some of the world's largest brands. Using its Connected RewardsSM, Mobivity through its partnerships with leading game publishers, digital operators, and ad networks, connects this massive universe of digital consumers to its broad network of brands, catalyzing digital consumers to play games, earn points and redeem in-store rewards from restaurant, convenience, and retail brands.

Chandler Arizona • Halifax, Nova Scotia

(877) 282-7660
mobivity.com
Mobivity © 2011 - 2022