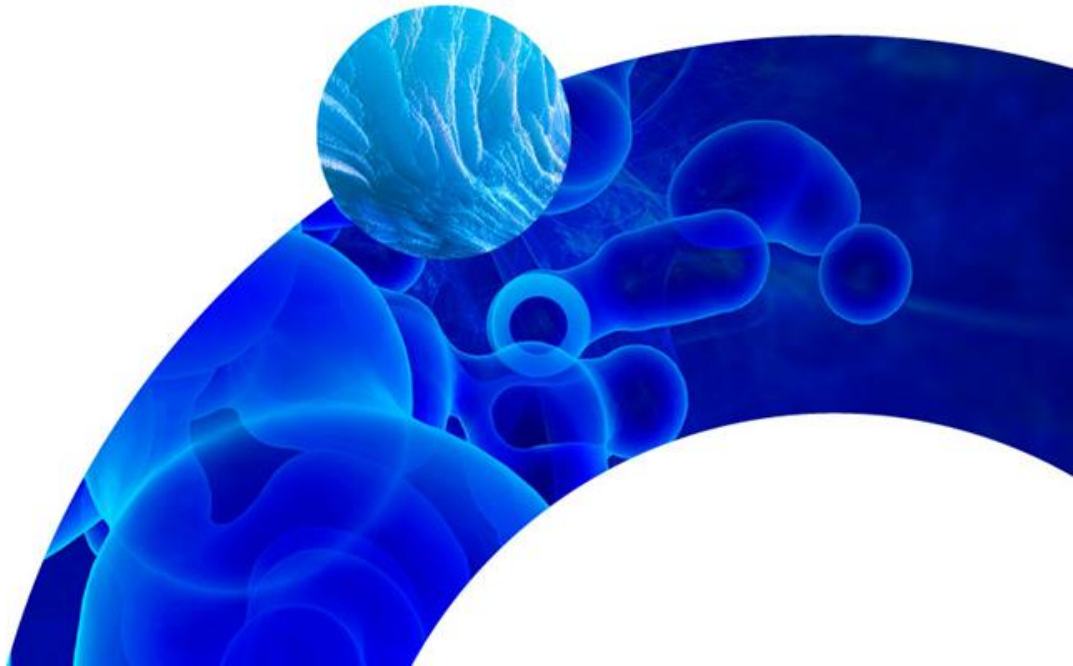
Mastering Biology to Advance Human Health

Serge Saxonov
CEO, Co-Founder



Safe Harbor Statement

Certain statements in this presentation and the accompanying oral commentary are “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, which are subject to the “safe harbor” created by those sections. All statements, other than statements of historical facts may be forward-looking statements. These forward-looking statements, which are subject to risks, uncertainties and assumptions about us, may include projections of our future financial performance, our future products, our technology, our potential market opportunity, our anticipated growth strategies and anticipated trends in our business. In some cases, you can identify these statements by forward-looking words such as “anticipate”, “believe”, “continue”, “could”, “estimate”, “expect”, “intend”, “may”, “might”, “plan”, “potential”, “predict”, “should”, “would” or “will”, the negative of these terms and other comparable terminology. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially and adversely from those contained in any forward-looking statements we may make. Although we believe the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, level of activity, performance or achievements. These statements are inherently uncertain and you are cautioned not to place undue reliance on such forward-looking statements as predictions of future performance or otherwise. We wish to caution you that our actual results could differ materially from those anticipated in such forward-looking statements as a result of several factors, including, but not limited to, the following:

- our dependence on single source and sole source suppliers for some of the components and materials used in our products;
- production problems which could impact our ability to manufacture and ship our instruments, consumables and related components;
- the level of demand for our products, which may vary significantly, and our ability to increase penetration in our existing markets and expand into new markets;
- the outcomes of and related rulings in the litigation and administrative proceedings in which we are currently or may in the future become involved;
- our ability to successfully manufacture and transition customers to our Next GEM microfluidic chips;
- the timing and cost of, and level of investment in, research and development and commercialization activities relating to our products;
- the volume and mix of our instrument and consumable sales or changes in the manufacturing or sales costs related to our instruments and consumables; or
- the success or our recently introduced products, such as our Visium platform, and the introduction of other new products or product enhancements by us or others.

The forward-looking statements in this presentation are made only as of the date hereof. For a further description of the risks and uncertainties that could cause actual results to differ from those expressed in these forward-looking statements, as well as risks relating to the business of the Company in general, see the Company's periodic filings with the Securities and Exchange Commission (the "SEC"), including the Company’s Annual Report on Form 10-K for the year ended December 31, 2019 and any current and periodic reports filed thereafter. Except as required by law, the Company assumes no obligation and does not intend to update these forward-looking statements or to conform these statements to actual results or to changes in the Company's expectations. In light of the foregoing, investors are urged not to rely on any forward-looking statement or third-party data in reaching any conclusion or making any investment decision about any securities of the Company.

We use filings with the Securities and Exchange Commission, the Company’s website (www.10xgenomics.com), press releases, public conference calls, public webcasts and our social media accounts as means of disclosing material non-public information and for complying with the Company’s disclosure obligations under Regulation FD. The information contained on, or that may be accessed through, the Company’s website is not incorporated by reference into, and is not a part of, this presentation.

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10x Today

$246M 2019 revenue

68% Revenue growth YoY

1,650+ Instruments sold

$150K+ Consumable pull-through

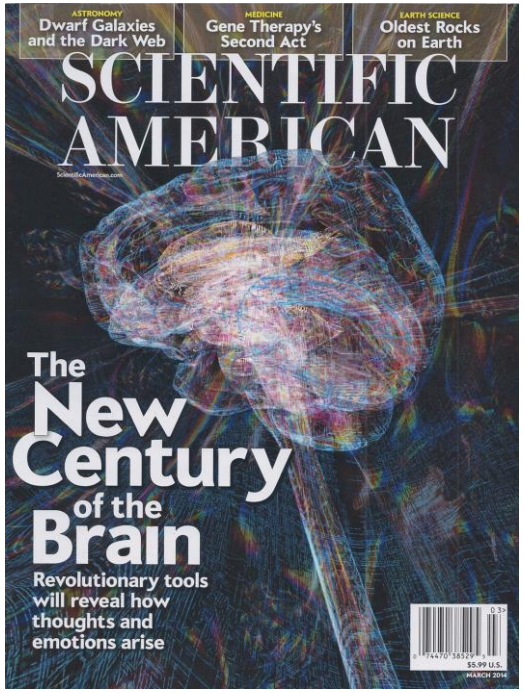
700+ Peer reviewed publications

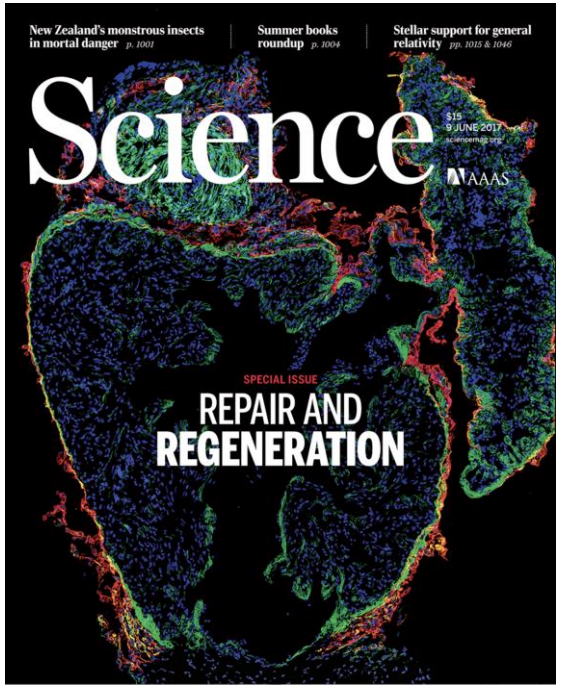
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Century of Biology



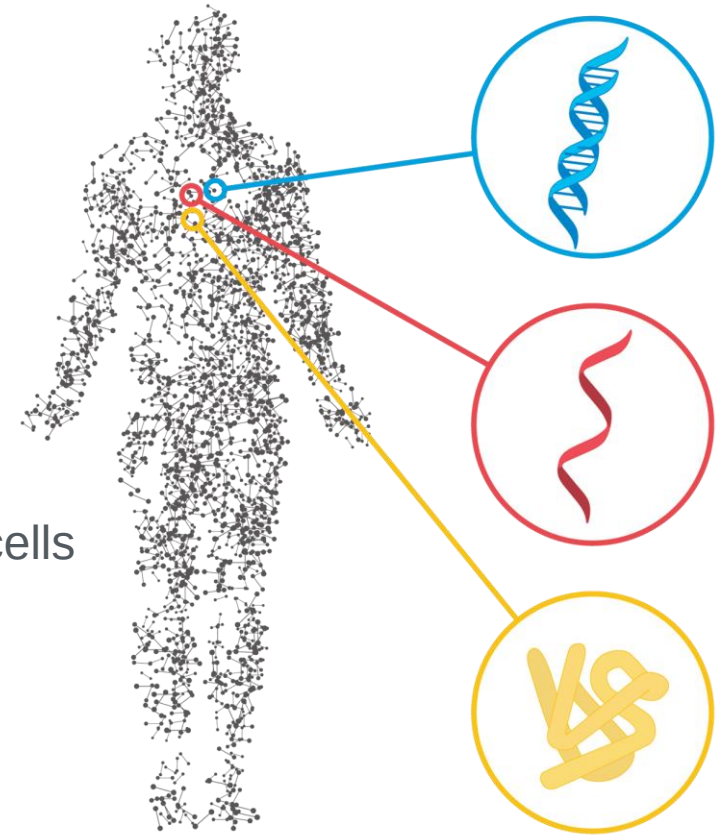






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Biology is Immensely Complex



40 trillion cells

3 billion DNA bases in the genome
Each cell with its own epigenetic program

Transcribed into tens of thousands of mRNA molecules
Each cell with a unique set of expressed genes

Translated into tens of thousands of proteins
Each immune cell with its own unique antibody

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The Need for High Resolution at Massive Scale

Genomics-Led Path to Understanding Human Biology

First Phase

Focus on DNA

Compile the ‘parts list’
of human biology

Human Genome Project

Genome wide association studies

Population sequencing



Second Phase

Expand to address all of biology

Understand the parts and
learn how to manipulate them

Downstream biological experiments

Massive multi-omic analyses

Engineering biology

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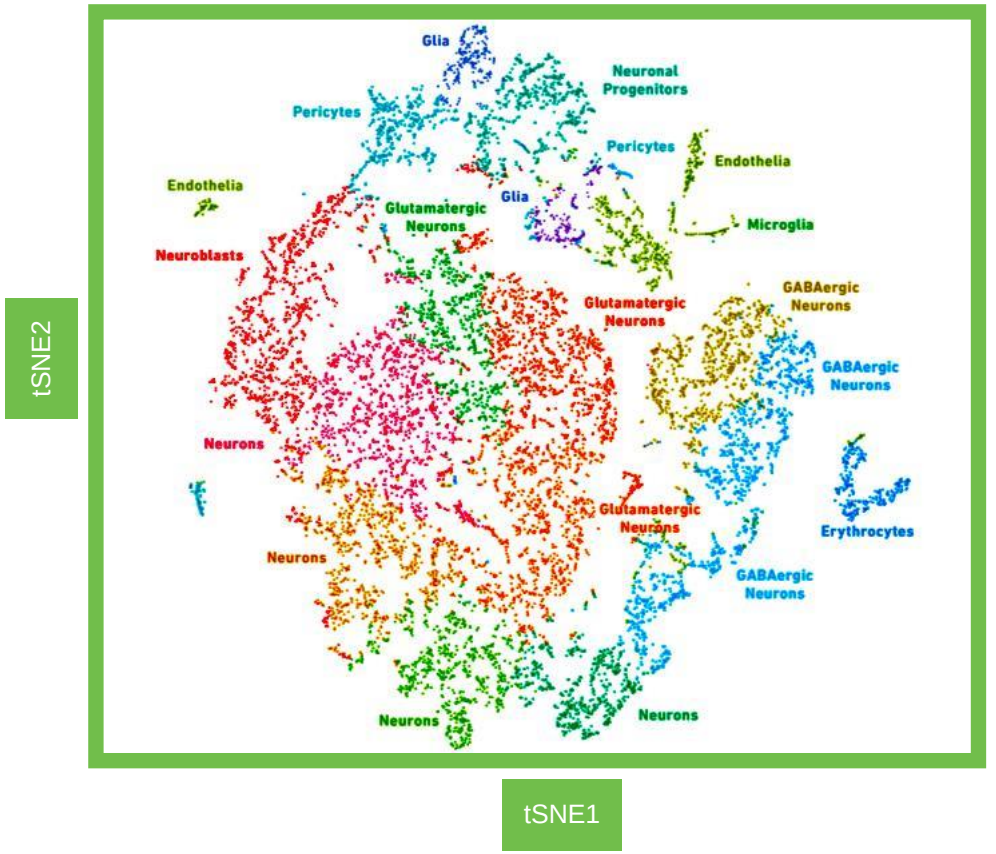
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Gene Expression at the Right Resolution and Scale

Conventional gene expression



Single cell data for thousands of cells

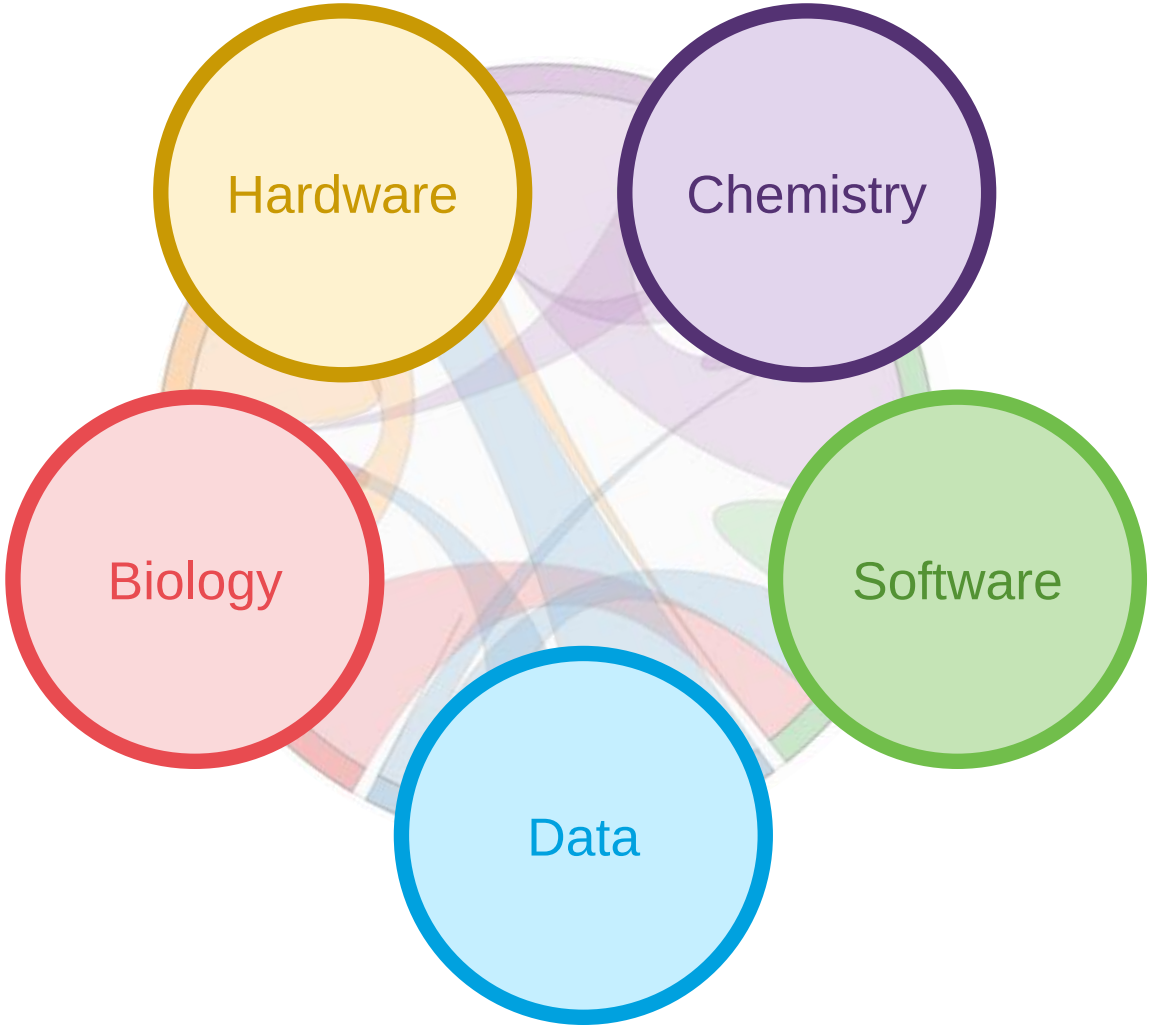


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Major Discoveries Across Life Sciences



Deep Expertise Across Diverse Disciplines



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Complete Solutions

Instruments



Consumables



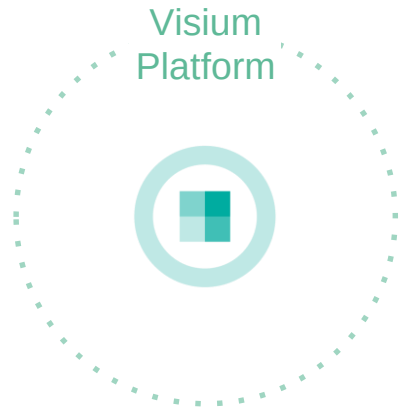
Software



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Innovation Engine





Cell Surface Proteins

CRISPR Profile

Antigen Specificity

Single Cell CNV

Single Cell ATAC

(v3) Single Cell Gene Expression

High Definition Immunology

Single Cell Gene Expression

Linked-Read Genome Sequencing

2015

2016

2017

2018

2019

Two successful acquisitions

EPINOMICS

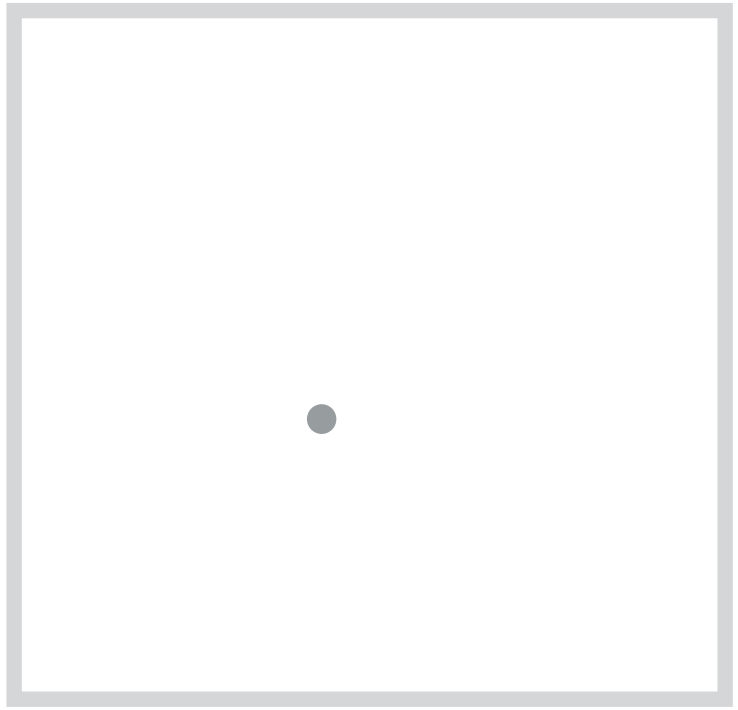
SPATIAL TRANSCRIPTOMICS

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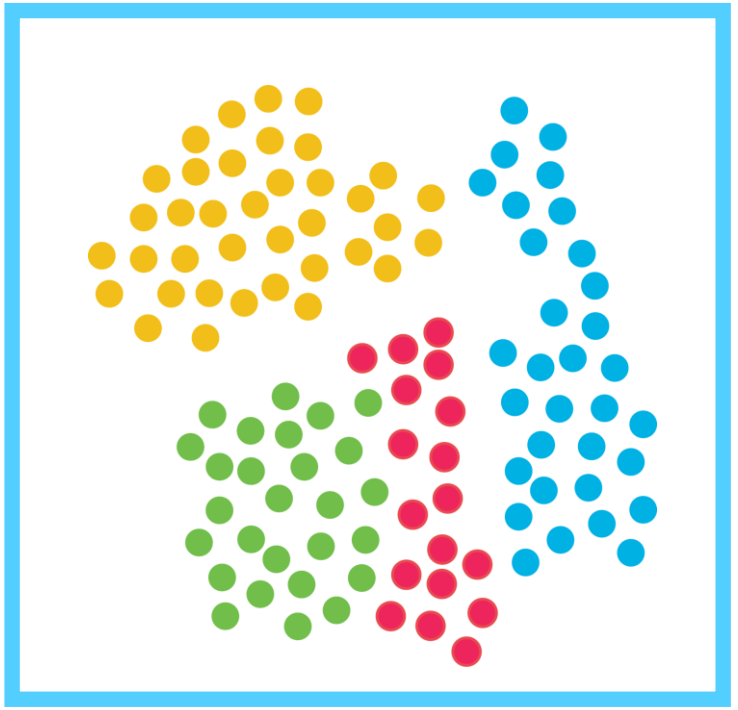
Product Platforms

Traditional Platforms



Bulk

Chromium



Single Cell

Visium



Spatial

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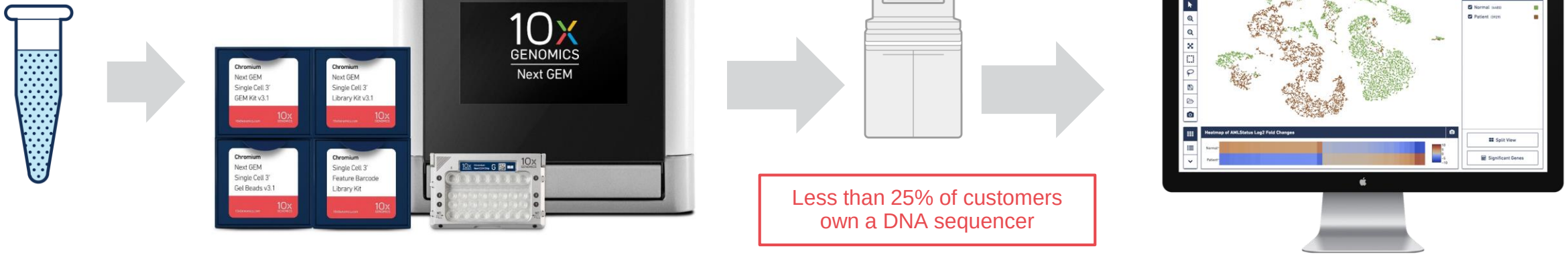
Chromium Platform: Millions of Parallel Reactions

Sample

Chromium Controller and consumables

Next generation sequencer

Analysis and visualization software



Less than 25% of customers own a DNA sequencer

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Visium Platform: Rich Spatial Characterization

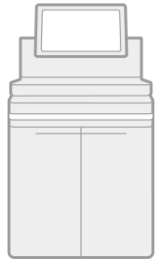
Sample



Visium consumables

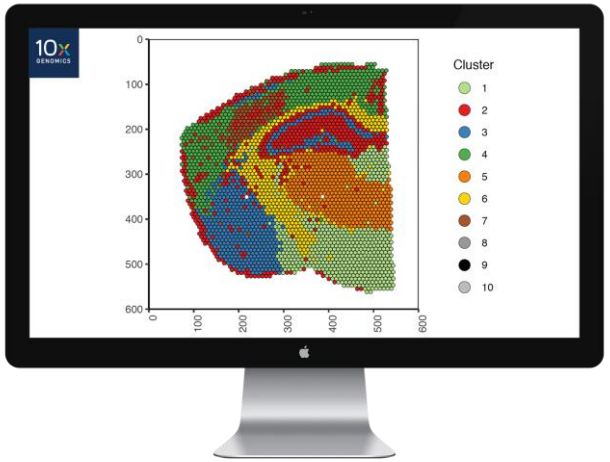


Next generation sequencer



Less than 25% of customers own a DNA sequencer

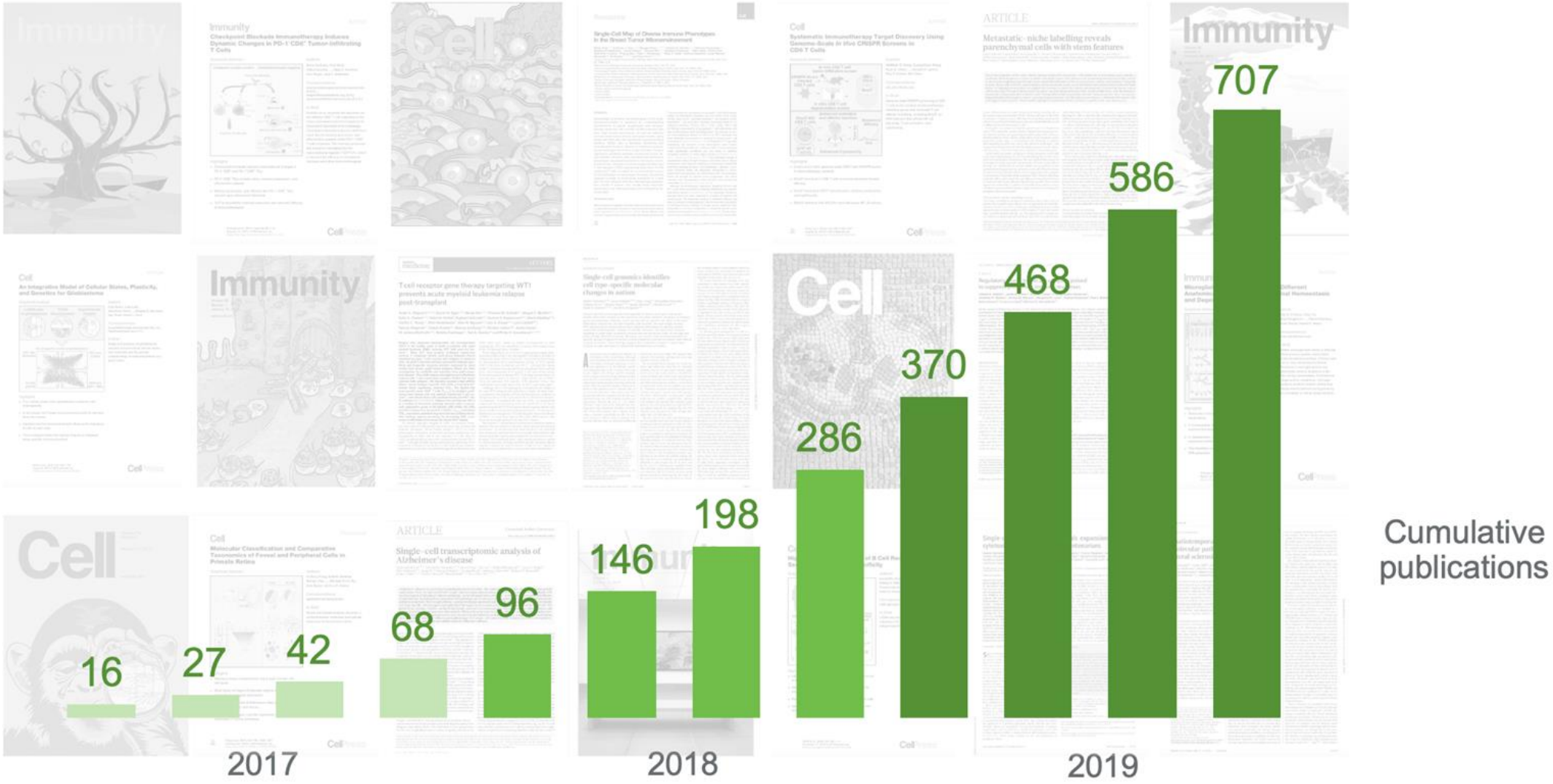
Analysis and visualization software



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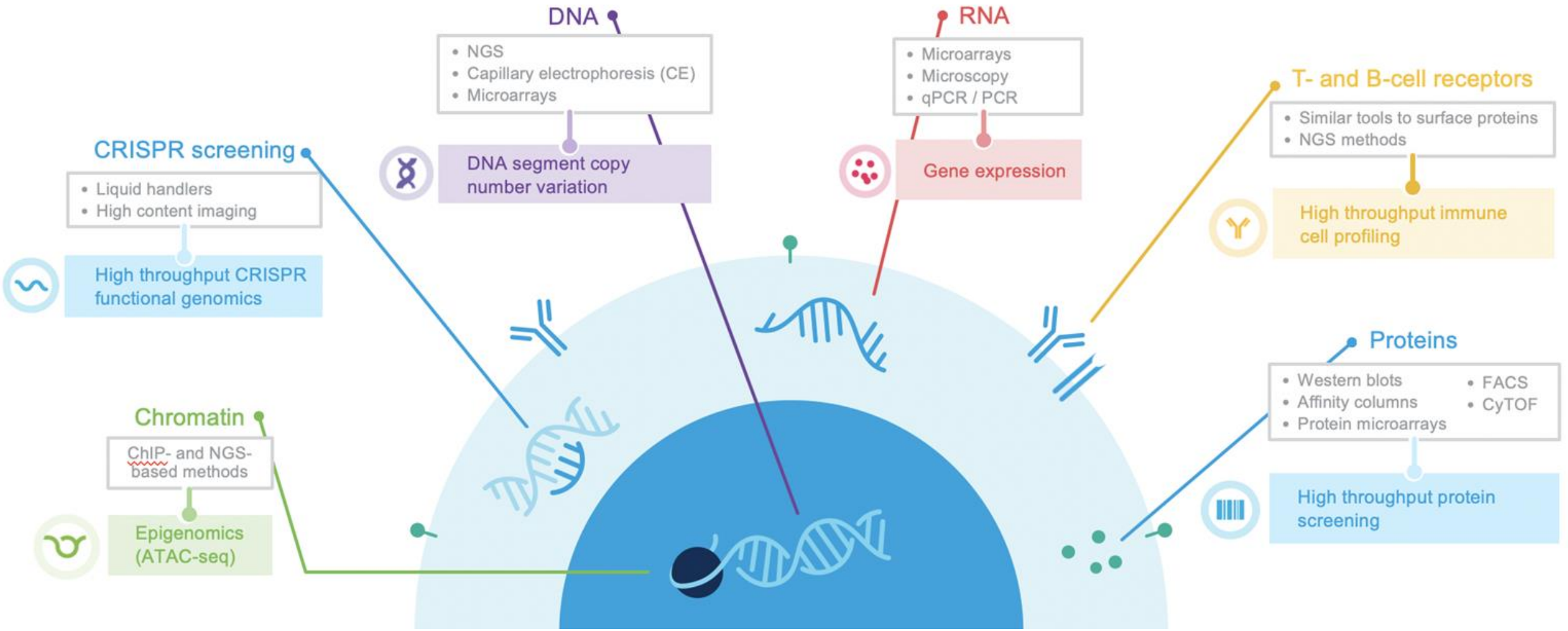
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Rapid Growth in Publications Across Life Science



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Replacing the Legacy Toolkit Across Biology



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Underpenetrated Market: Real-Time PCR Comparison

~50,000

Real-time PCR units globally



1,650+

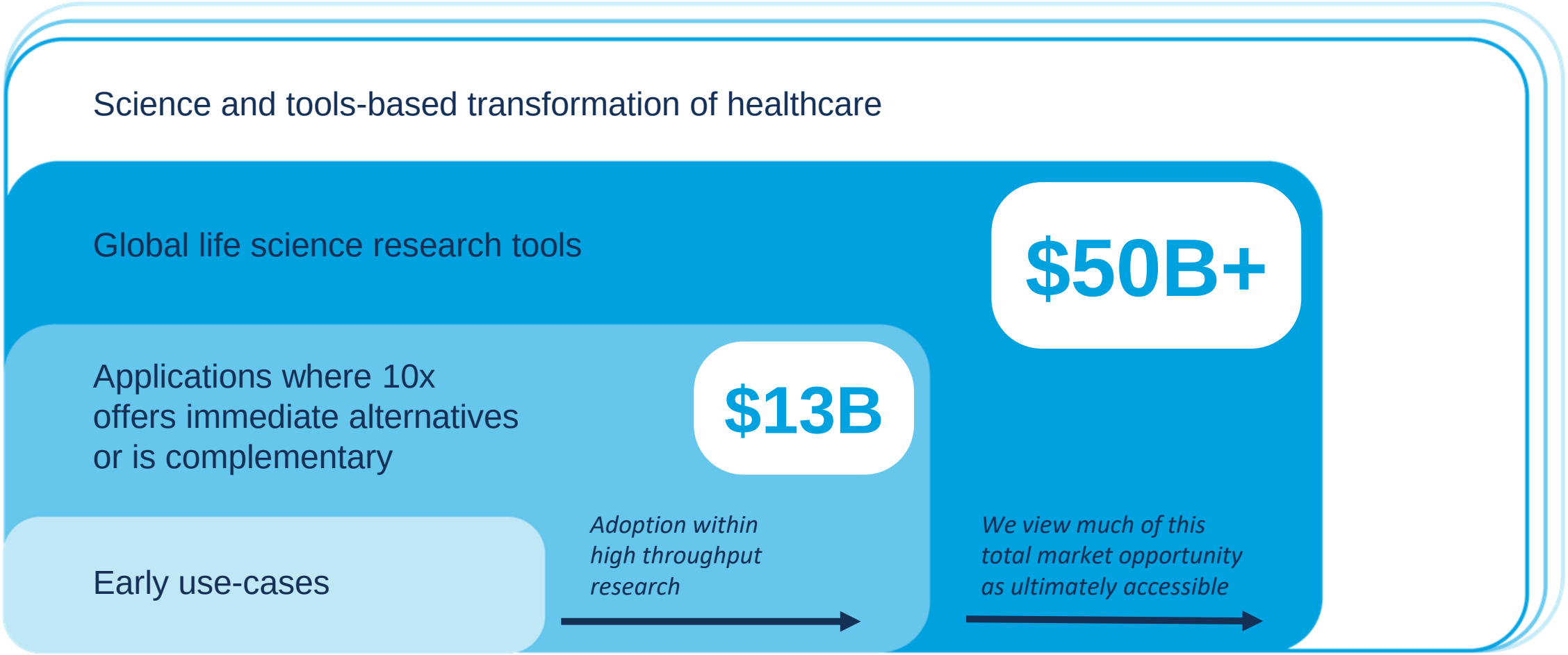
Chromium Instruments



Large global opportunity

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Creating New Markets Across Life Science Research



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Focused and Experienced Commercial Organization



Industry Leadership

96 of the top 100 global research institutions

19 of top 20 global biopharmaceutical companies

Named partner Human Cell Atlas and other large projects



Widespread Adoption

1,650+ instruments sold since mid-2015

Low customer concentration, no direct account represents more than 5% of revenue

Global Reach approximately half of revenues from sources outside US



Customer Success

700+ peer-reviewed publications a powerful source for customer acquisition

50+ Support Scientists focused on customer success

Extensive educational and training materials supporting the customer journey



Pull-through

More than 50% of customers use multiple solutions

~$150k average annual consumable pull-through per instrument, a fraction of capacity

Recruit "halo users" adjacent users add to pull-through and become future owners

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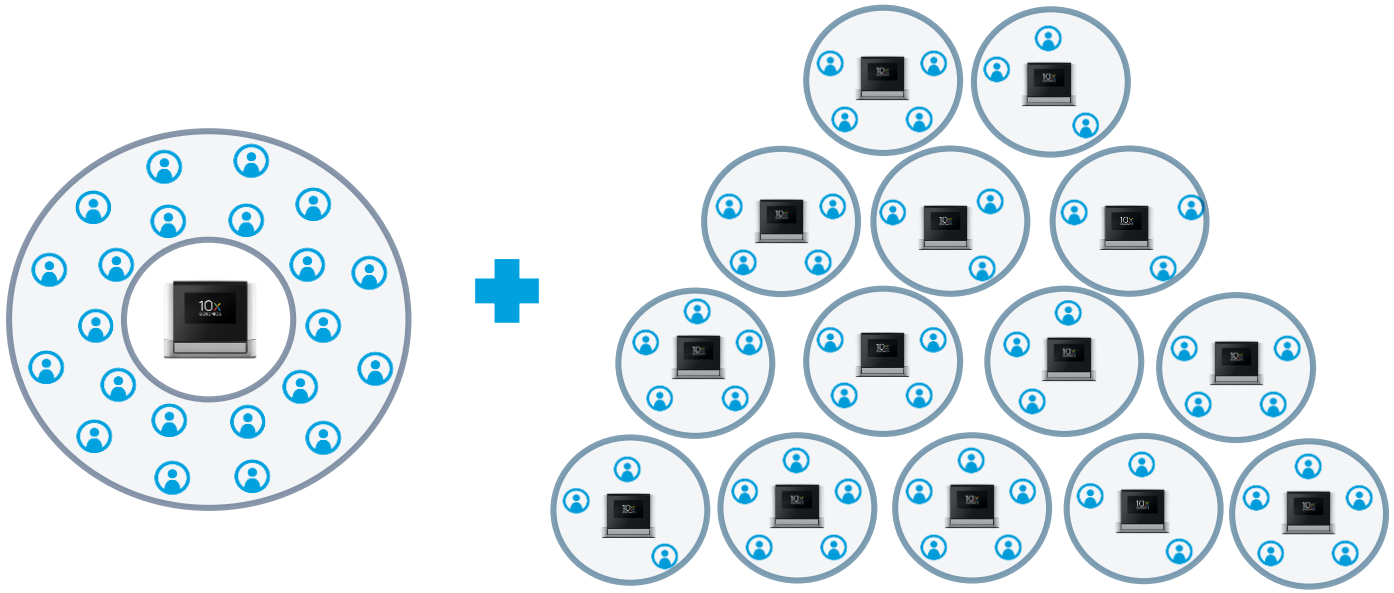
Chromium Use Case: University of Pittsburgh

Single cell genomics core facility supports early adoption

One placement has grown to over 14

Individual placements are typically shared by several labs with between 2-5 users

University of Pittsburgh outsources nearly all of its sequencing to third-party providers

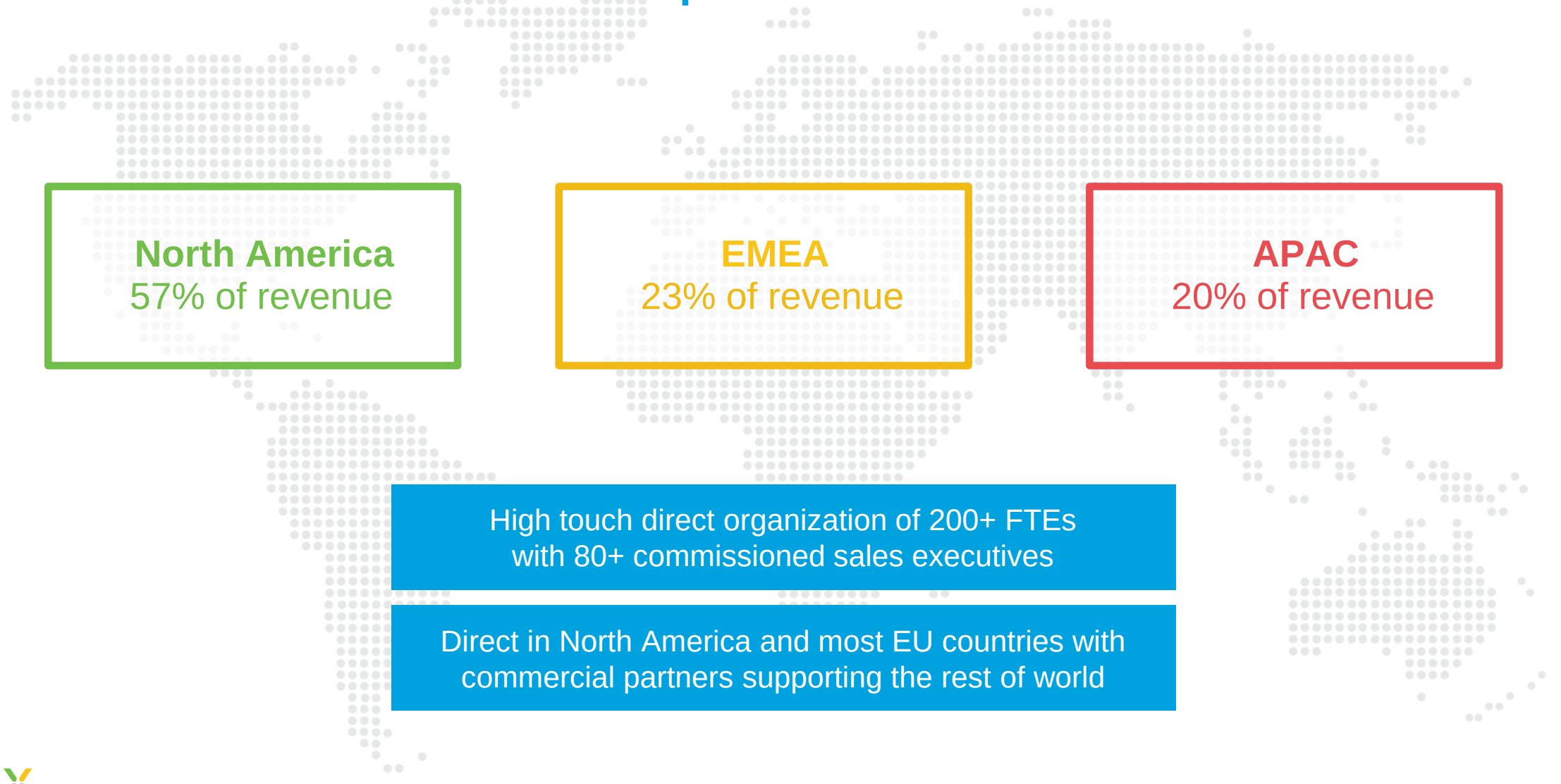


Many of the individual labs and PIs which own a Chromium instrument were previously users of the single cell genomics core

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Global Commercial Footprint



High touch direct organization of 200+ FTEs with 80+ commissioned sales executives

Direct in North America and most EU countries with commercial partners supporting the rest of world

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700 Patents Issued / Filed

Key Platforms Technologies

Chromium Single Cell

Partitioning techniques
Barcoding assays
Instrumentation and software

Visium Spatial Analysis

180+ patents filed

Array designs and fabrication
Spatial barcoding
Sample preparation

Key Application Areas

Gene Expression

Unbiased and targeted
Hashing

Immunology

TCR mapping
MHC library

DNA

Copy Number Variation
Long Range Sequencing

Epigenomics

ATAC-seq
ChIP-seq

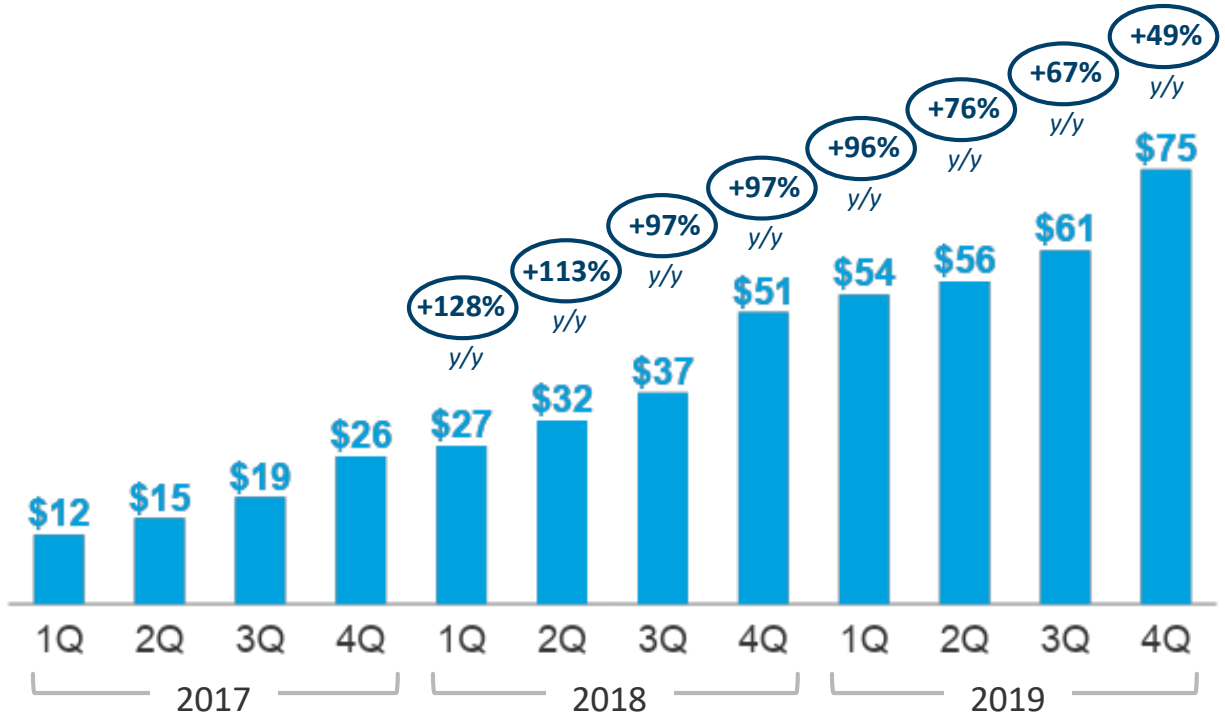
Proteins

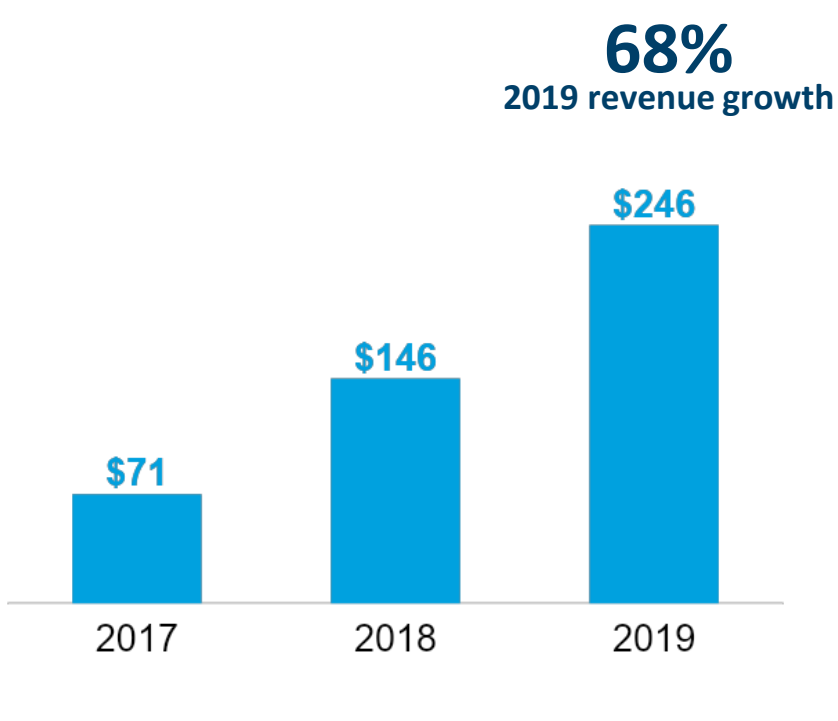
Antibody and MHC tagging
Multi-omics

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Exceptional Financial Profile





$158K
Instrument pull-through[1]

75%
Gross margin

84%
Revenue from consumables

1. Annual consumable pull-through per instrument for the year ended December 31, 2019. Annual consumable pull-through per instrument is calculated by summing the quarterly pull-through for the quarters in a given year, including Visium.

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Looking Ahead

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Chromium Single Cell ATAC + Gene Expression

- Deeply characterize cell types and states
- Connect regulatory elements and gene activity
- Interpret epigenetic profiles using expression markers



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Unlocking Rules of Epigenetic Programming



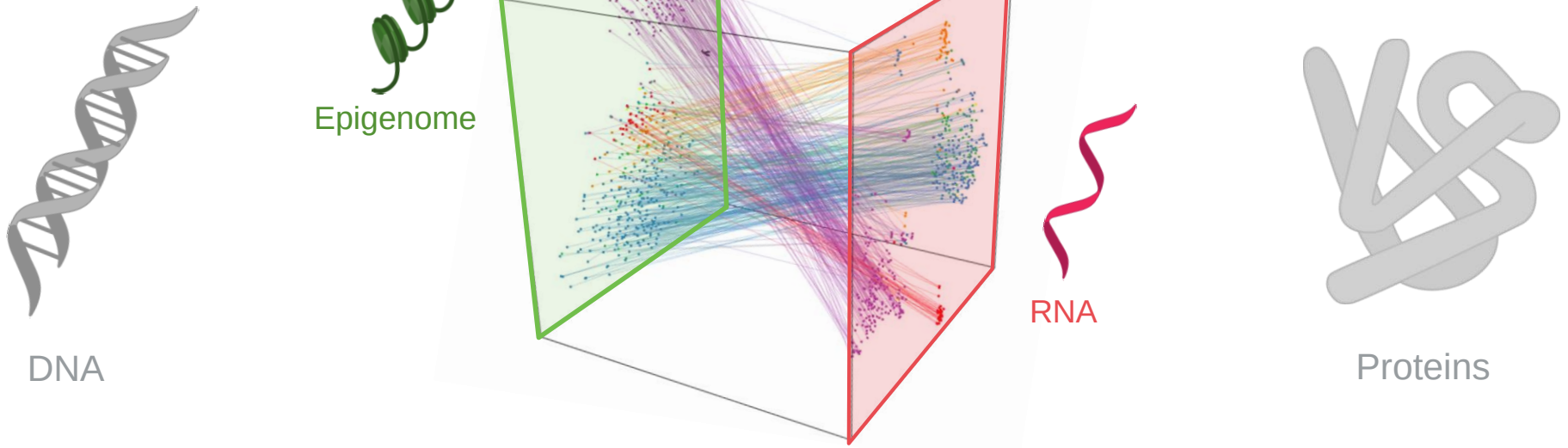
DNA | Epigenome | RNA | Proteins

Blueprint → Program → Output → Results

Directly linking the program and output from the same cell

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Unlocking Rules of Epigenetic Programming

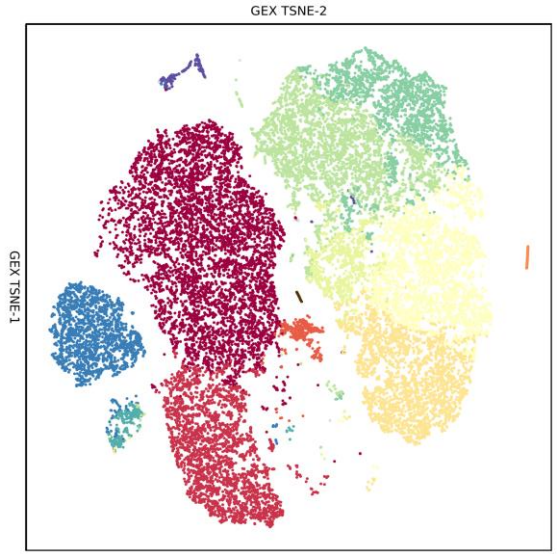


Blueprint → Program → Output → Results

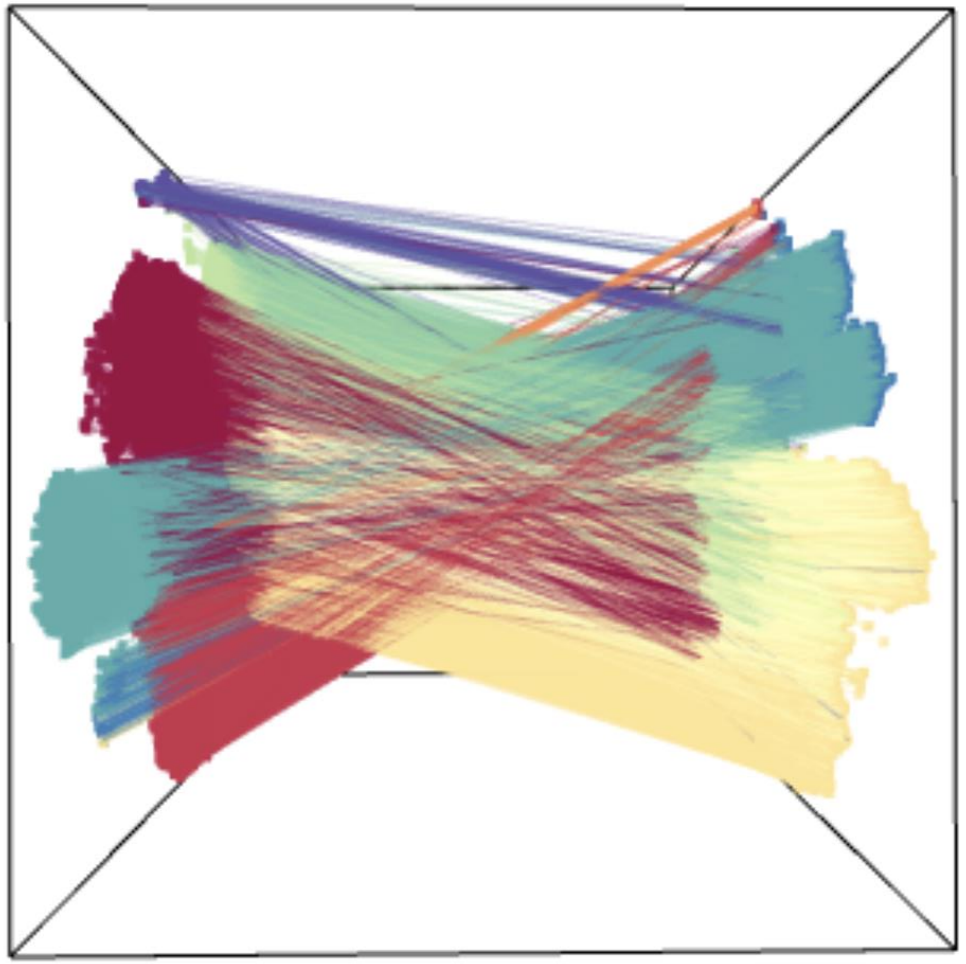
Directly linking the program and output from the same cell

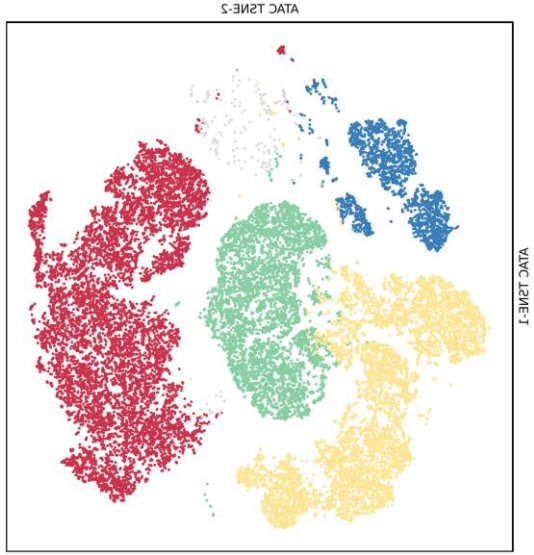
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High Concordance Between the Two Read-Outs



GEX





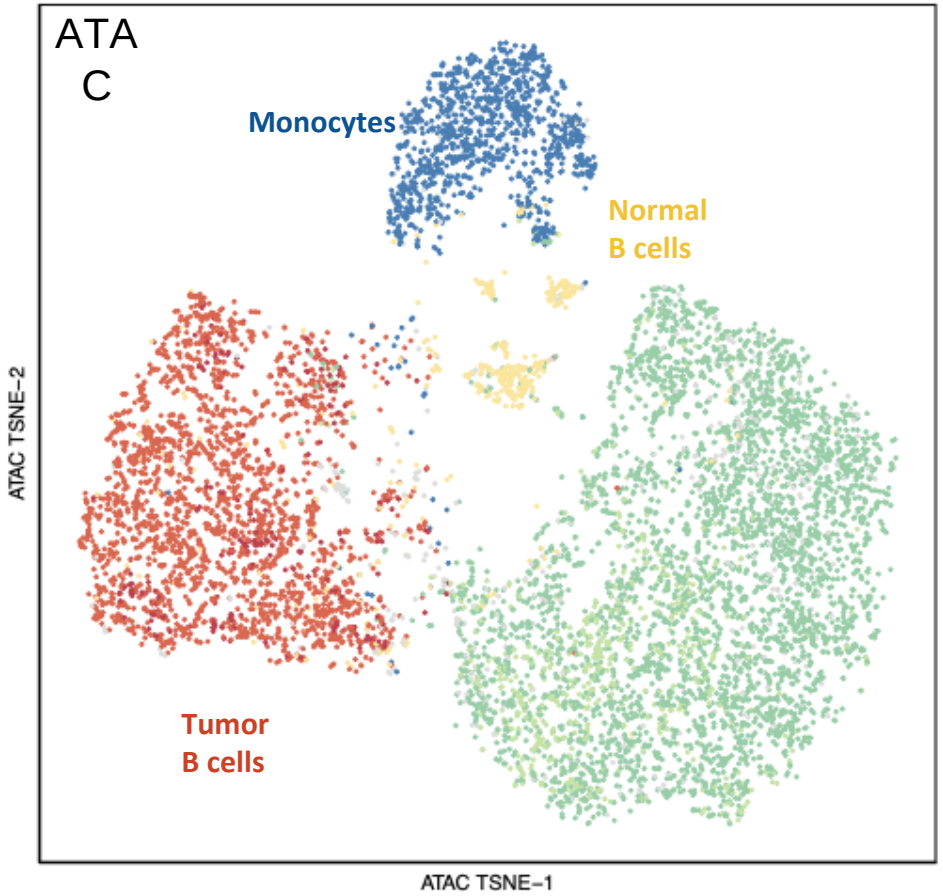
ATAC

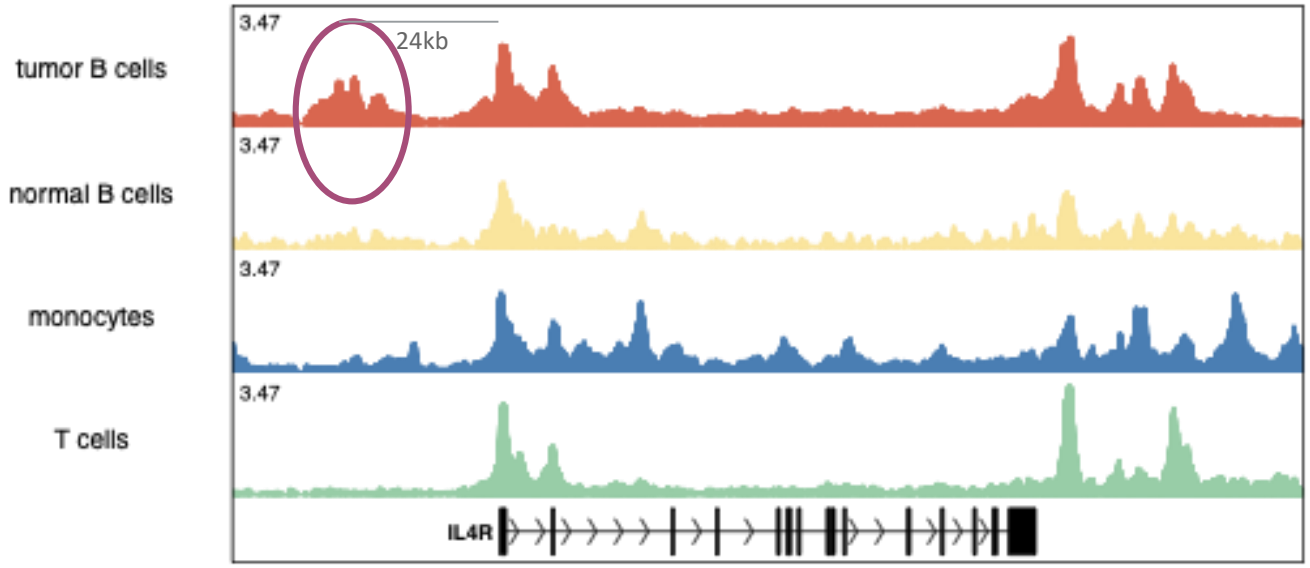
24,000 PBMCs

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Dive Deep Where It Matters

Discover novel disease-specific open chromatin regions





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Targeted and Flexible Experiments

Targeting

Estimated 50-75% drop in sequencing costs

Measure a panel of
10 to 1,000 genes

Cell Plexing

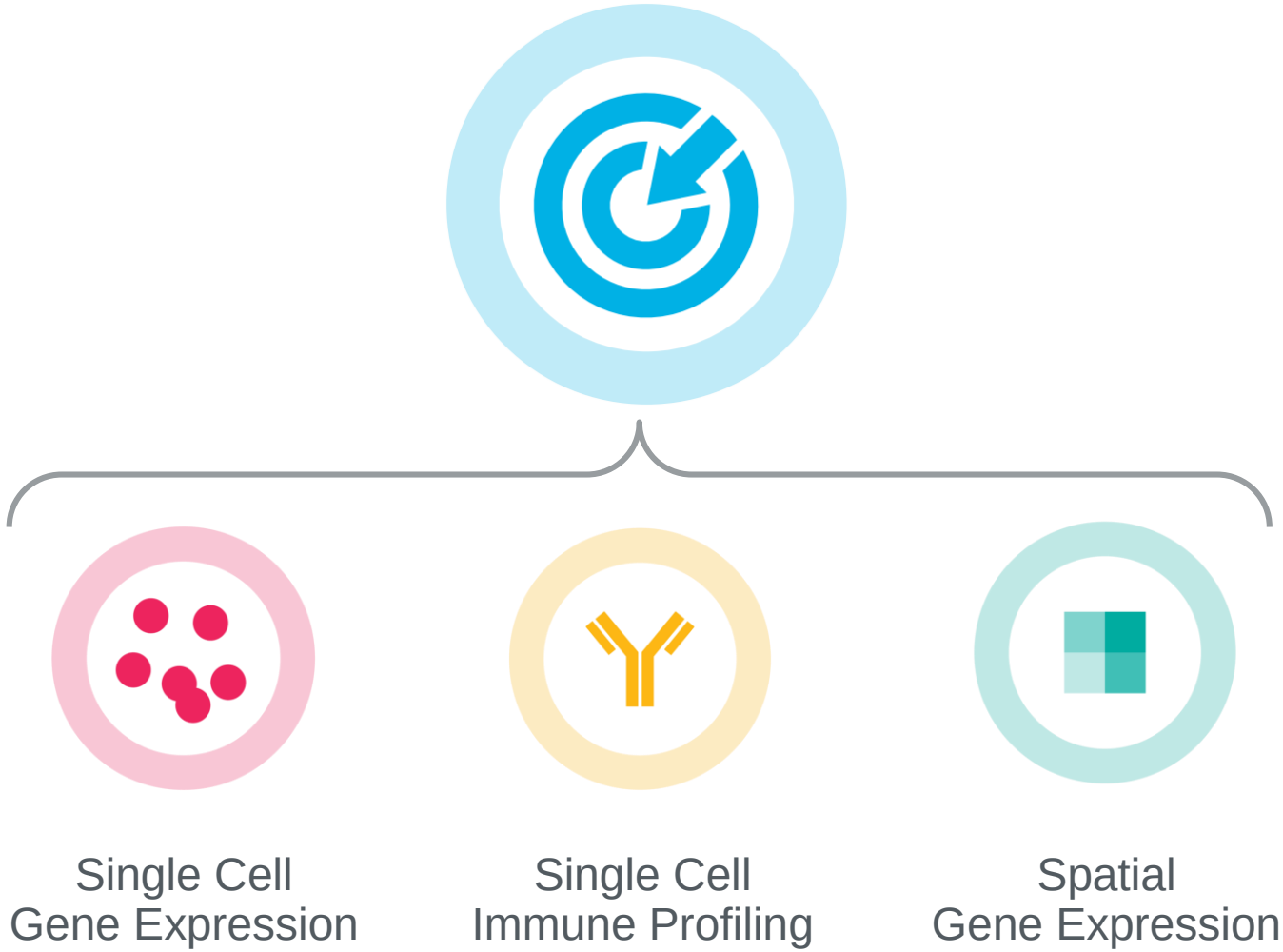
More experiments, expected 10-fold increase in samples

Pool 2 to 12 samples together
on a single channel

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Targeted Gene Expression



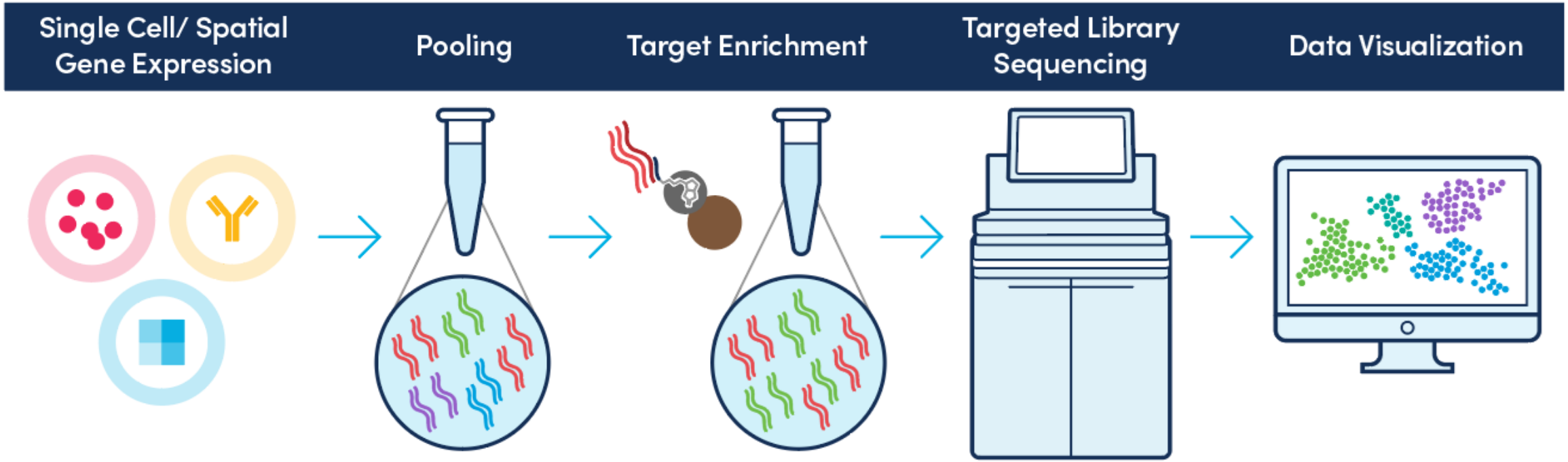
- More flexibility
- More scale
- More applications

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Targeted Gene Expression, Built the 10x Way

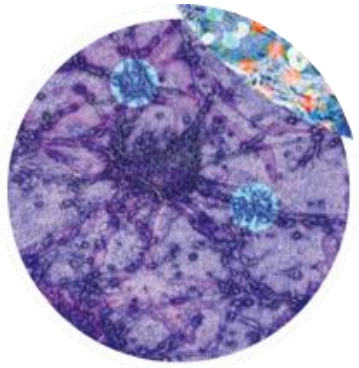
Hybrid capture enrichment for versatile, sensitive, customizable targeting



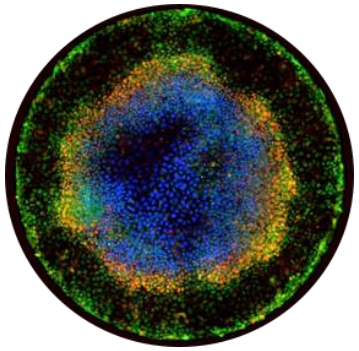
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Ready-to-use 10x Genomics Content Offering

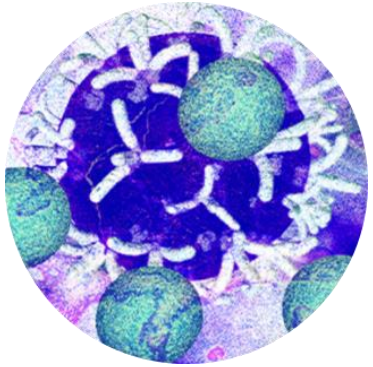
Fixed gene panels with comprehensive content



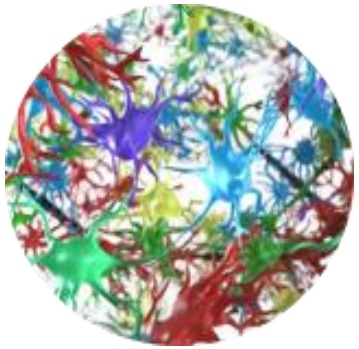
Human Pan-Cancer
~1250 genes



Human Gene Signature
~1140 genes



Human Immunology
~1050 genes



Human Neuroscience
~1150 genes

- Tissue specific marker genes
- Major signaling pathways
- Common biomarkers
- Disease targets for drug discovery

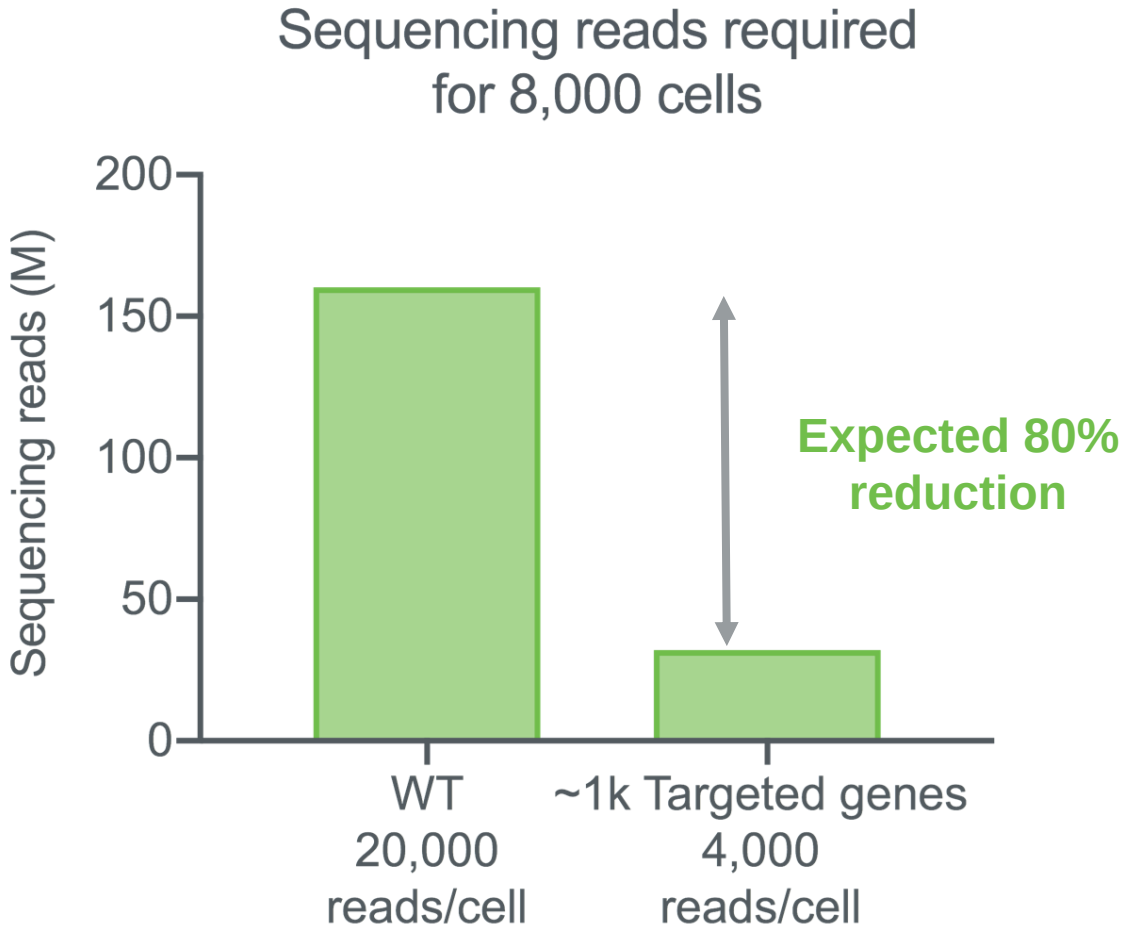
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From Discovery to Focused Transcriptomics

Targeted product built for 10x assays

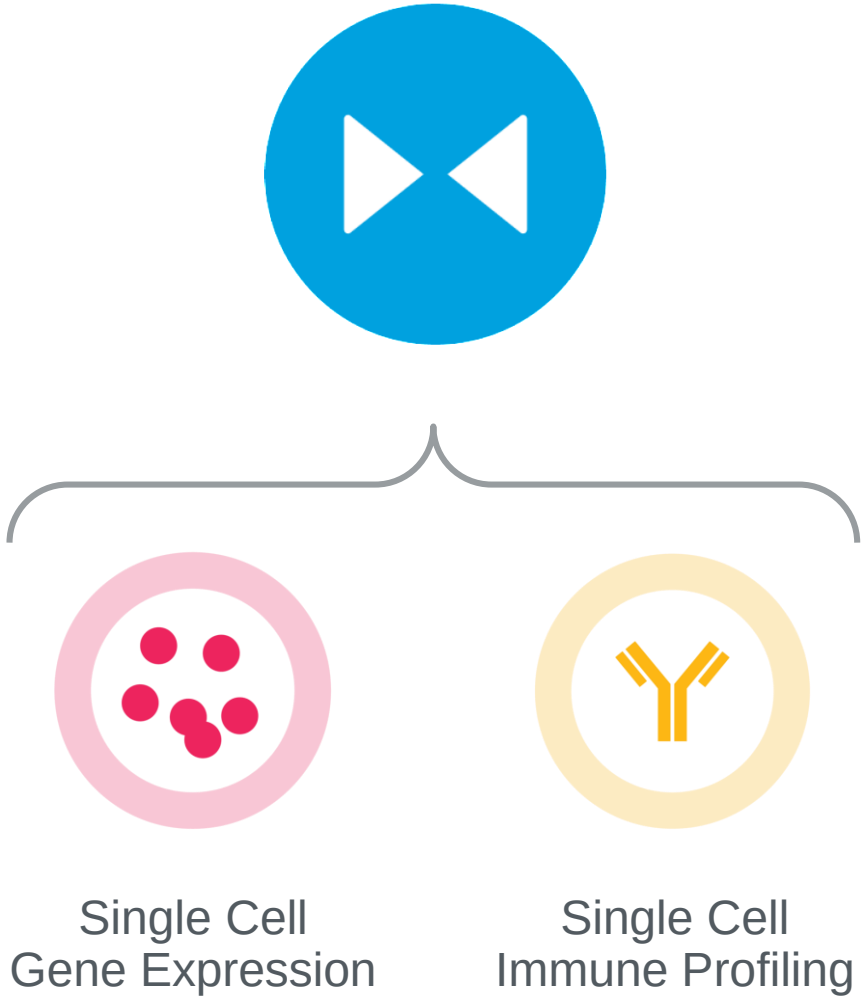
- **Increased experimental efficiency**
- **Reduced sequencing cost**
- **WTA and targeted gene expression from the same cells**
- **Core assay compatibility**
- **Content and customization**



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Cell Multiplexing



- Flexible Design
- Higher Throughput
- Species/Cell Type Agnostic
- Nuclei Compatible
- Fully Supported Software

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Cell Multiplexing, Built The 10x Way

Enabling routine profiling of hundreds of thousands to millions of cells

Lipid based

Species agnostic

Nuclei + Cells

10x product compatible



More cells

20k per channel | 160k per chip

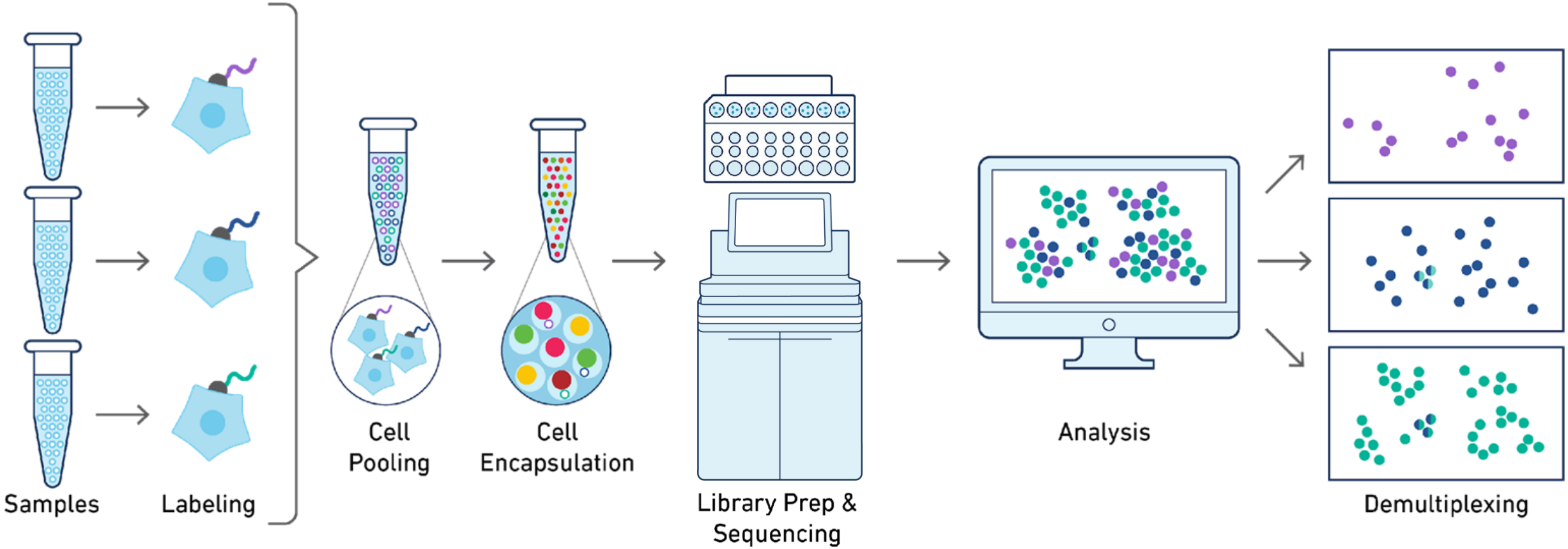
More Samples

12 per channel | 96 per chip

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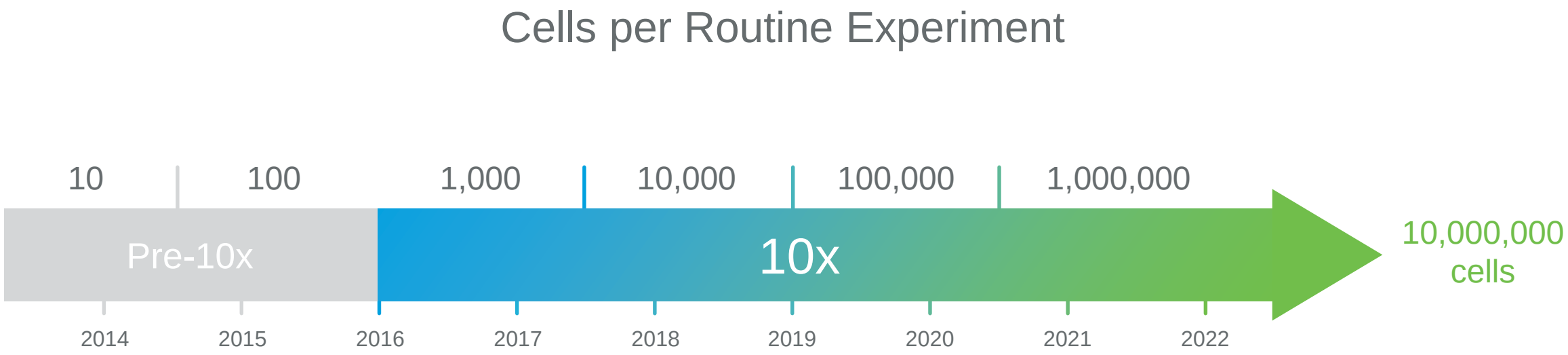
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Maximizing Throughput



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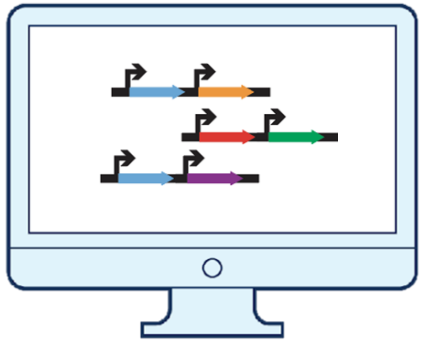
The Future: 10M cells



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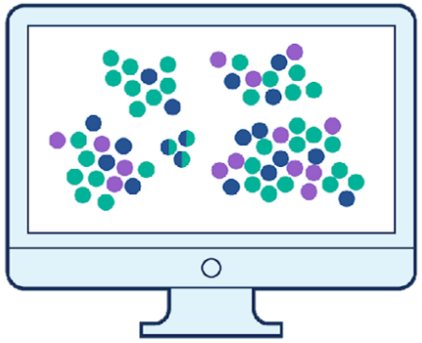
Support for New Products in Cell Ranger

Getting to better results faster



Targeted Gene Expression

- 3’ and 5’ Gene Expression
- Multi-sample aggregation
- Support for custom panels



Cell Multiplexing

- Gene Expression
- Immune Profiling
- Cell Surface Proteins
- CRISPR Screens



Cell Ranger Enhancements

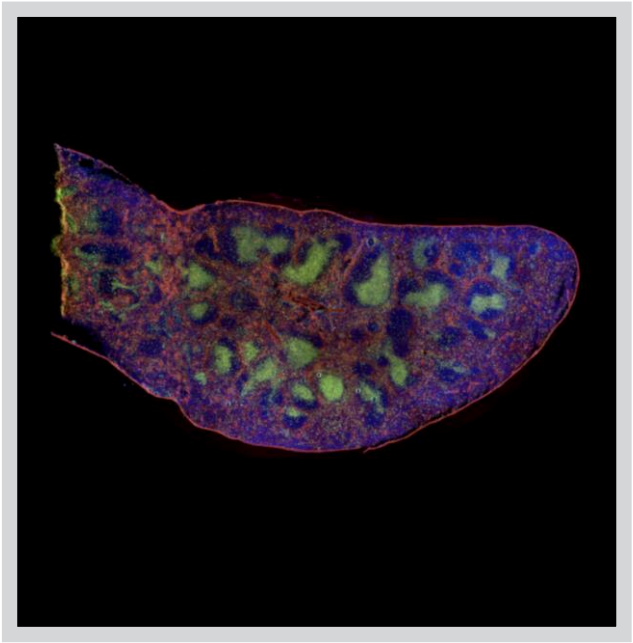
- Up to 4x faster runtime
- Dual-indexed read support

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Visium: Immunohistochemistry with Gene Expression

Immunohistochemistry (IHC)



CD3 CD29 DAPI

+

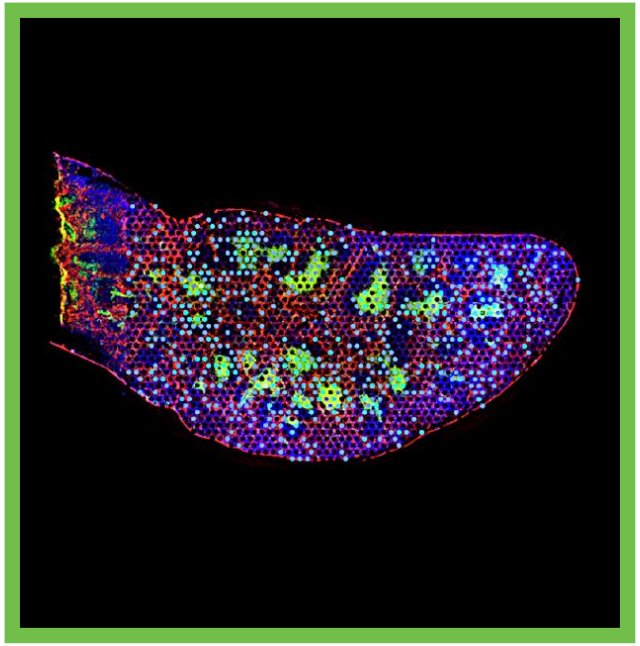
Visium Gene Expression



CD3 RNA Selected from a transcriptome

=

IHC + Visium Gene Expression

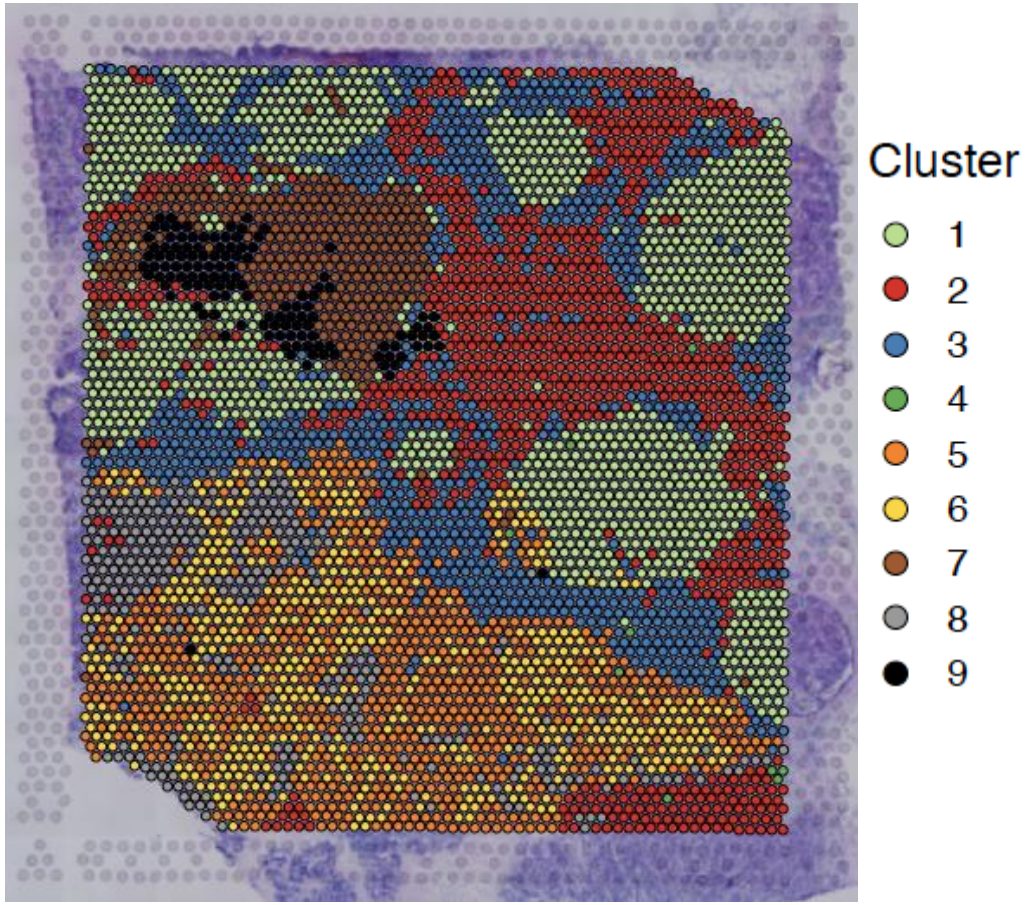


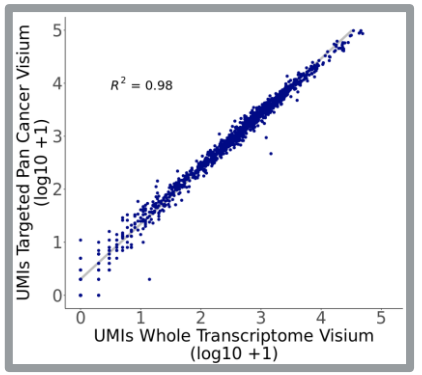
Merged

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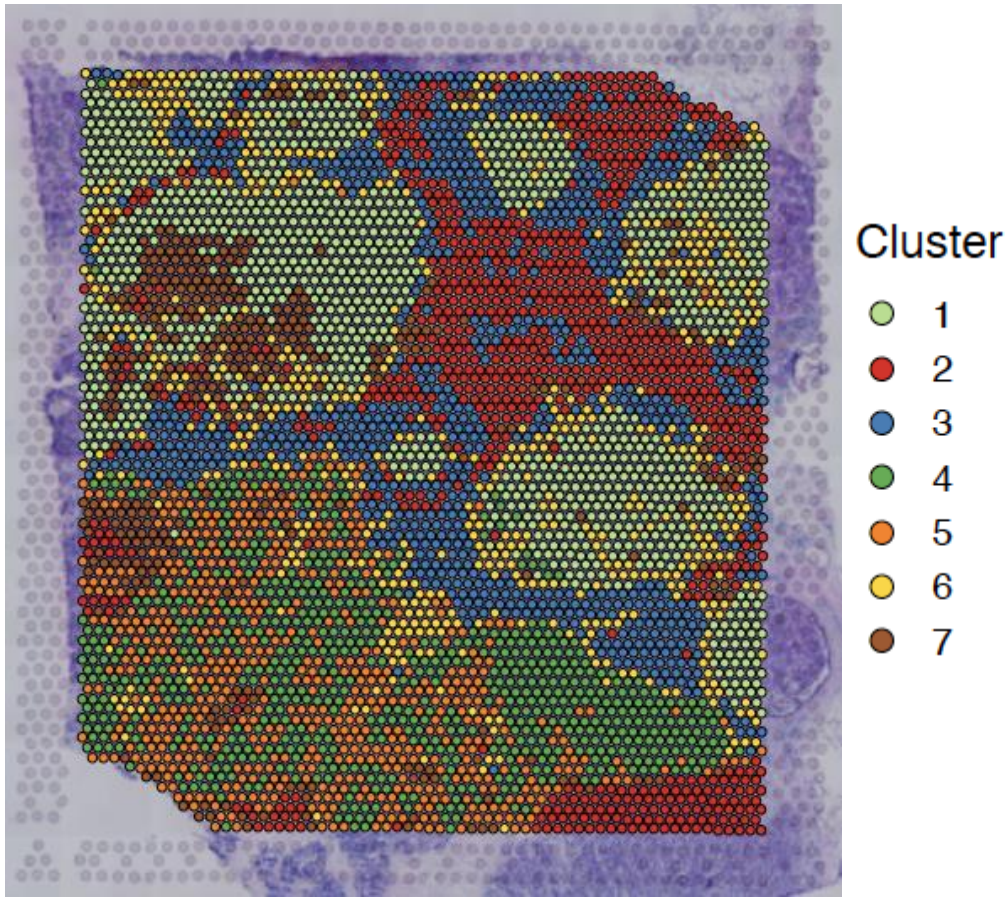
Visium: Targeted Gene Expression

Whole Transcriptome, Standard Visium
Reads per spot: 50,000





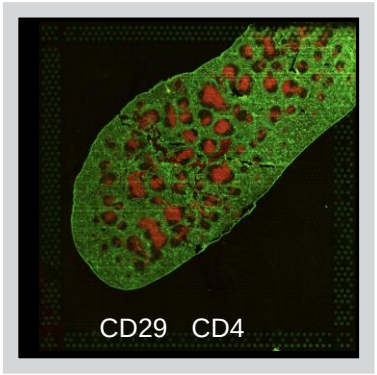
Pan-Cancer Panel
Reads per spot: 10,000



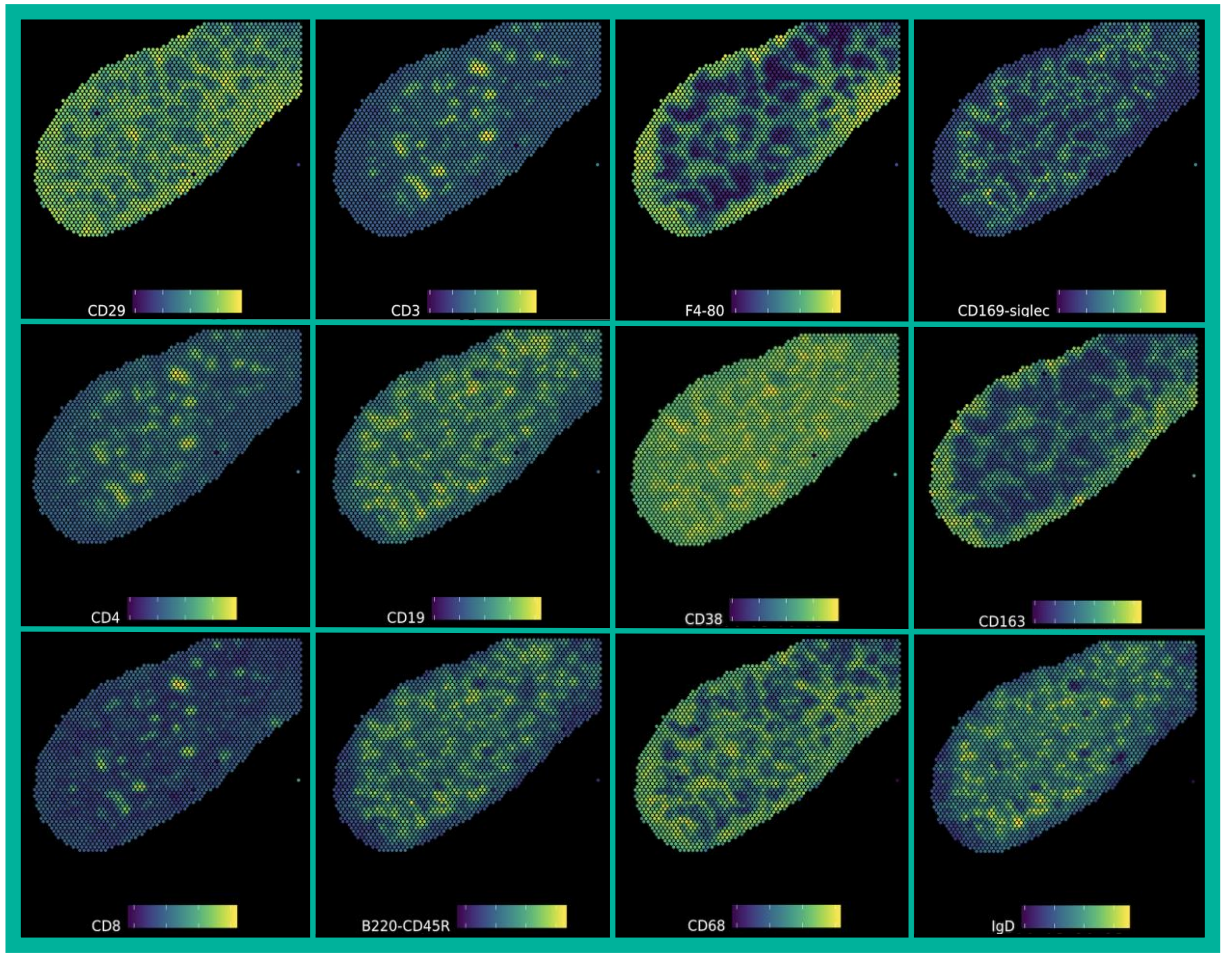
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Visium: Ultra High Plex Protein Analysis

IHC

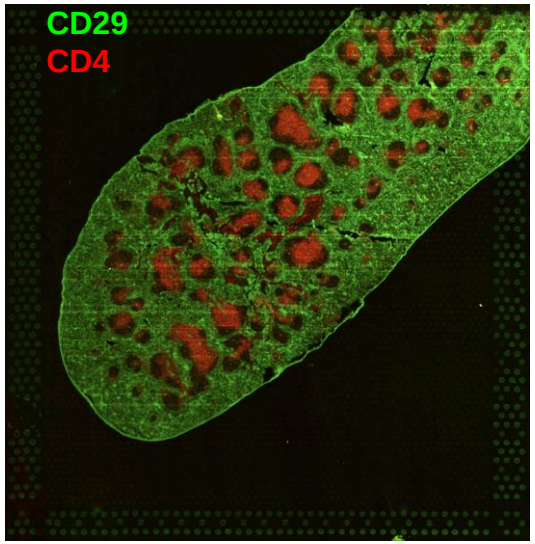


Visium Protein Analysis

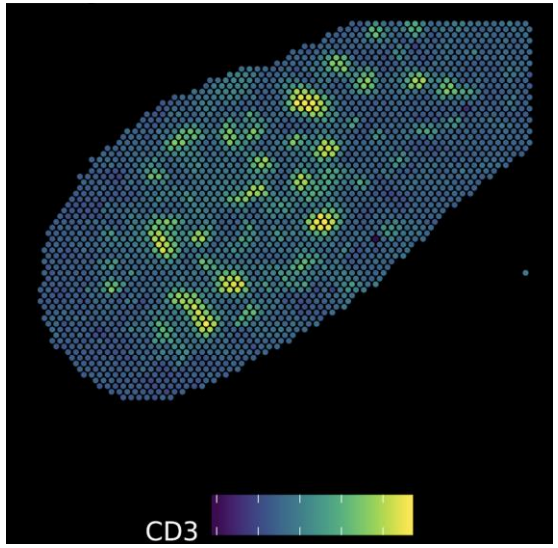


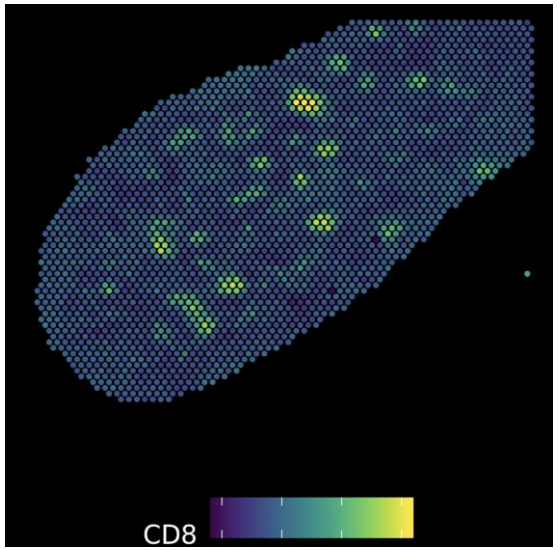
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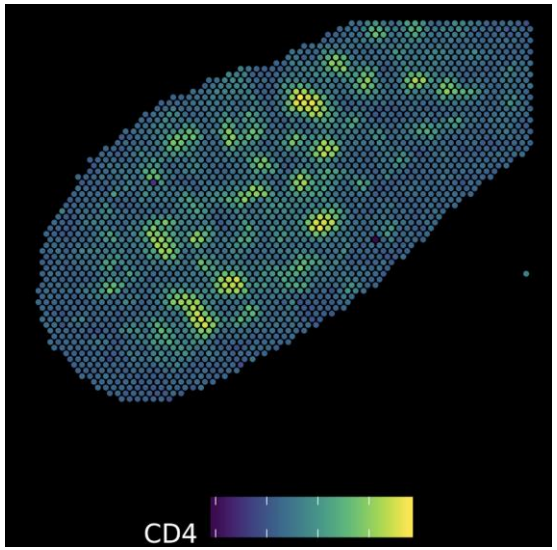
Immunofluorescence on Visium



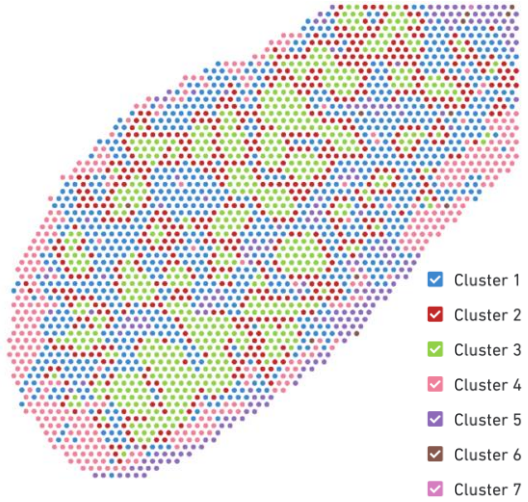
Feature Barcode

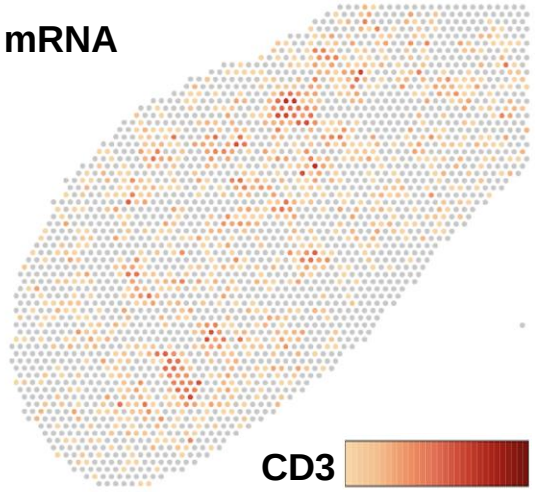


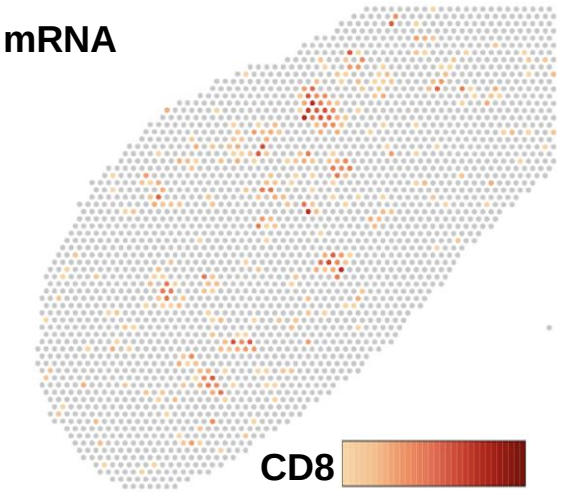


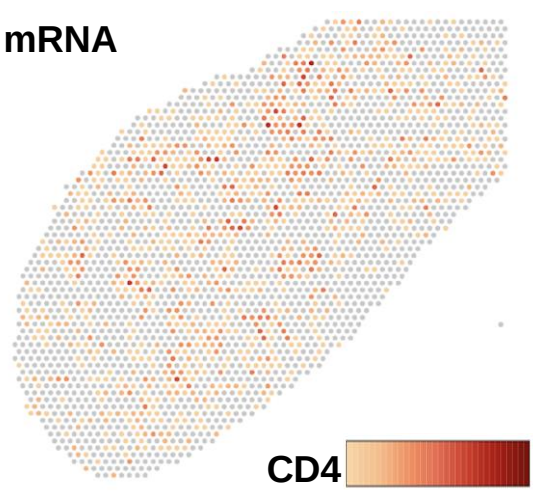


Gene expression clustering









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Visium: FFPE on Spatial Gene Expression

FFPE



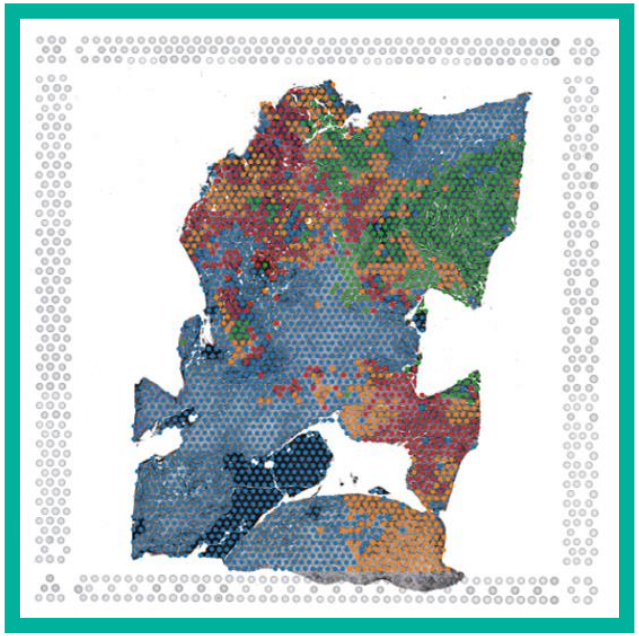
Standard tissue preservation

Recently fixed



Mouse brain

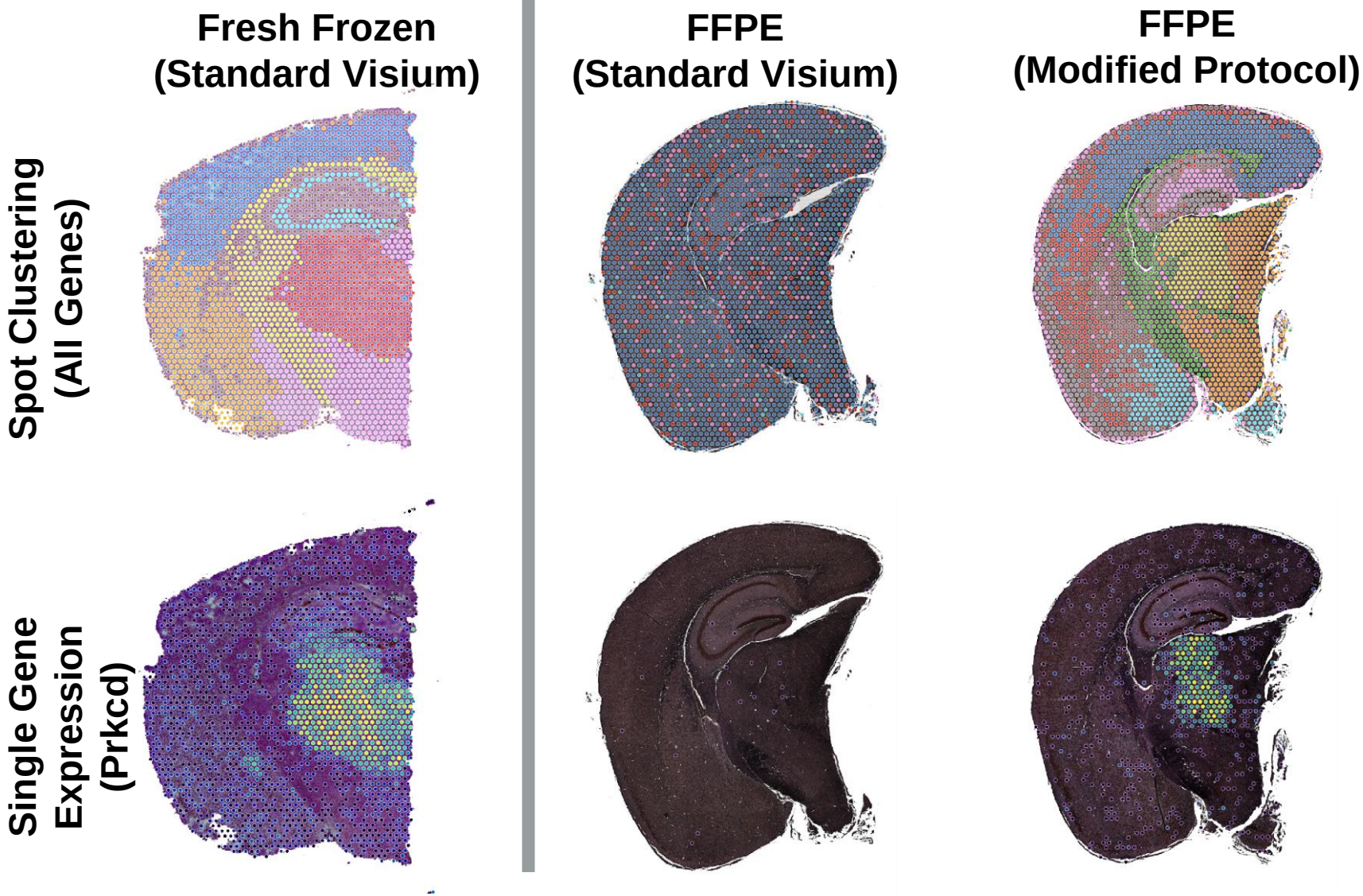
7-year archival



Breast cancer

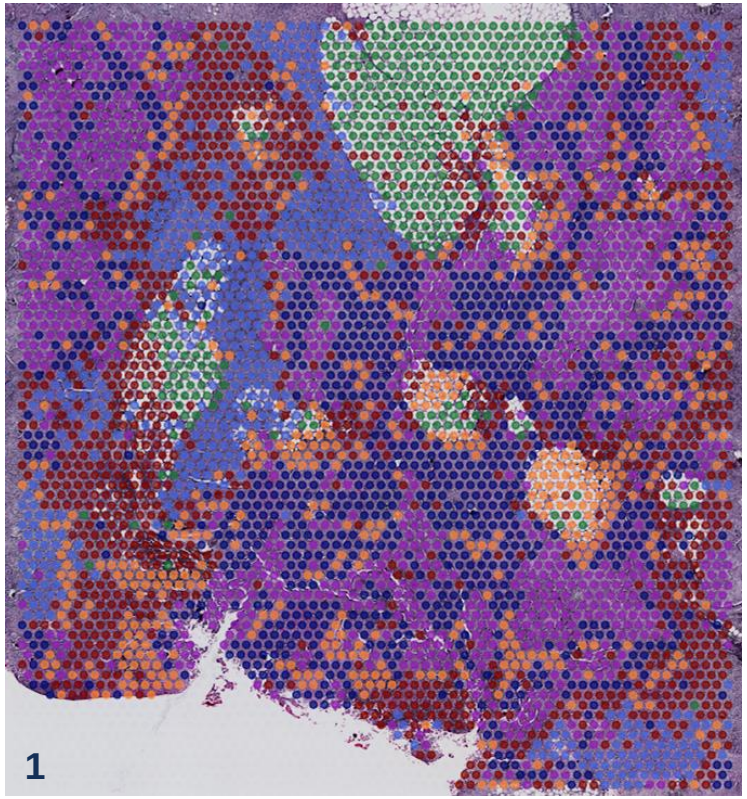
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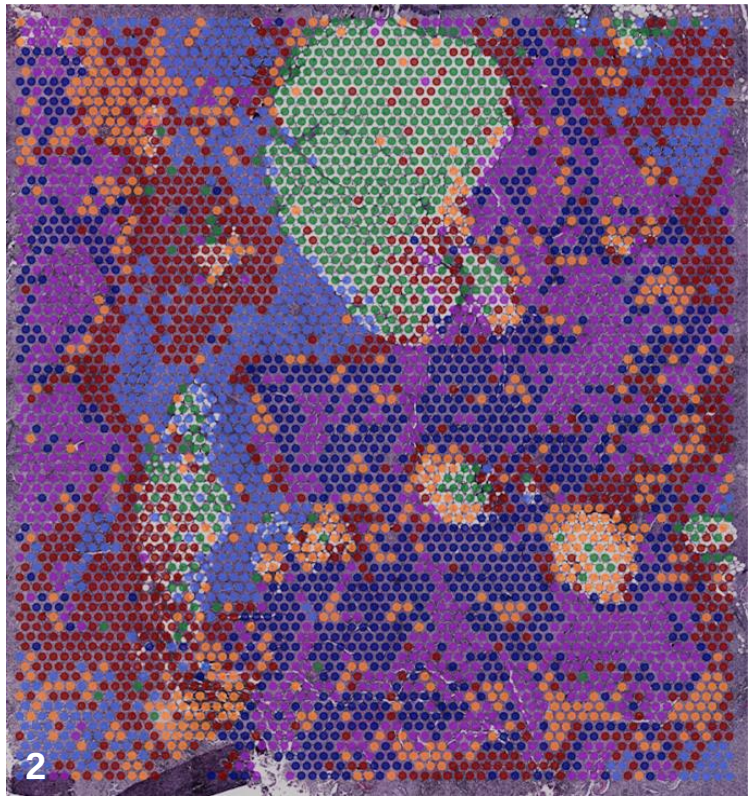
FFPE Enablement



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Visium FFPE on Ovarian Sarcoma Tissue





Sequential tissue sections

- Immune cells
- Extracellular matrix
- Sarcoma
- Immune cells
- Carcinoma
- Adipose

Eva Gracia Villacampa
Linda Kvastad
Ludvig Larsson
Joakim Lundeberg

SciLifeLab

KTH VETENSKAP OCH KONST

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10x Genomics Cloud: Launching in 2020



Cell Ranger, Space Ranger, Loupe in the cloud



Zero-stress compute infrastructure



Easy-to-use UI, and fast



Scalable and elastic

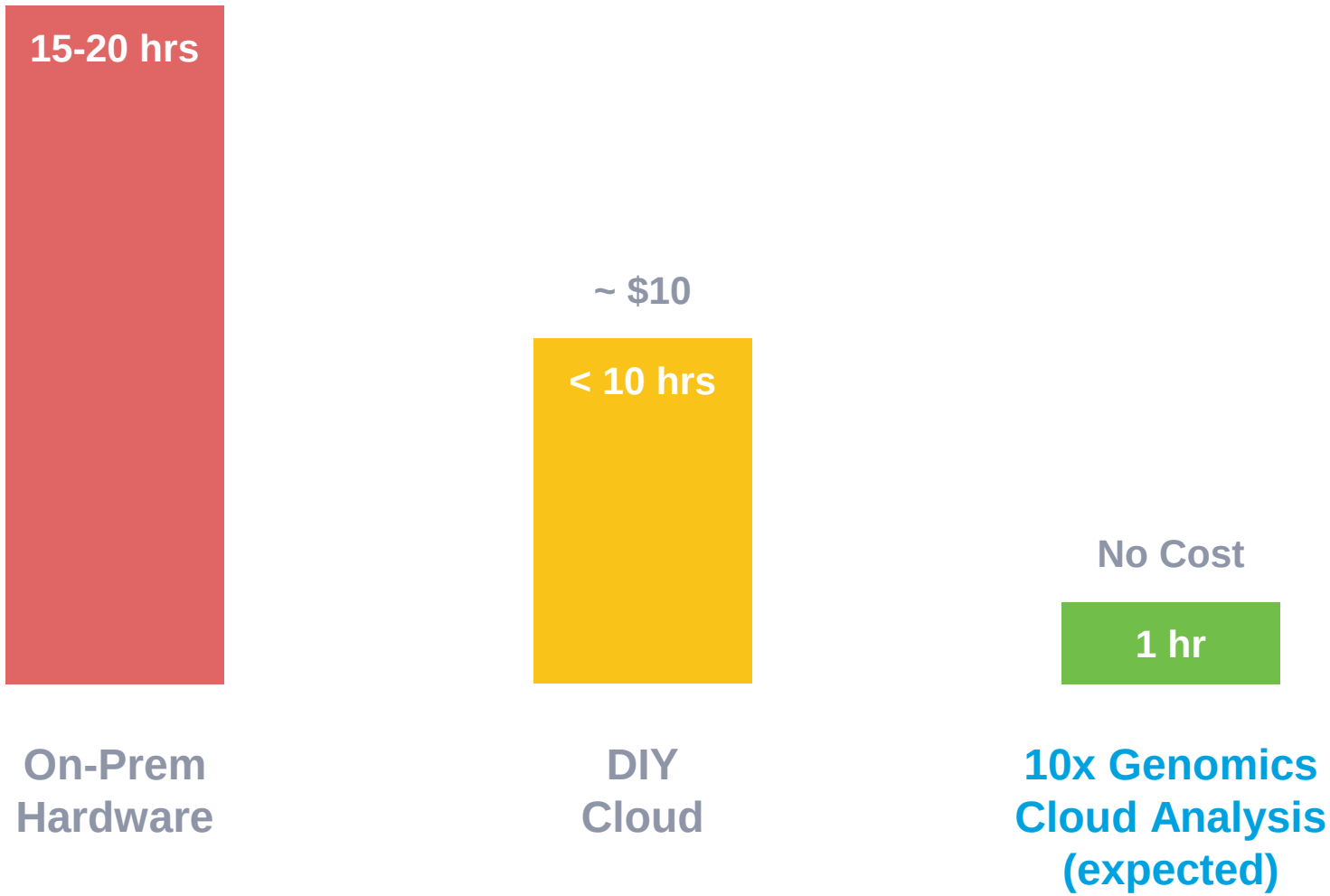


Standard analysis included with reagent purchase

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Best Compute Experience for 10x Software



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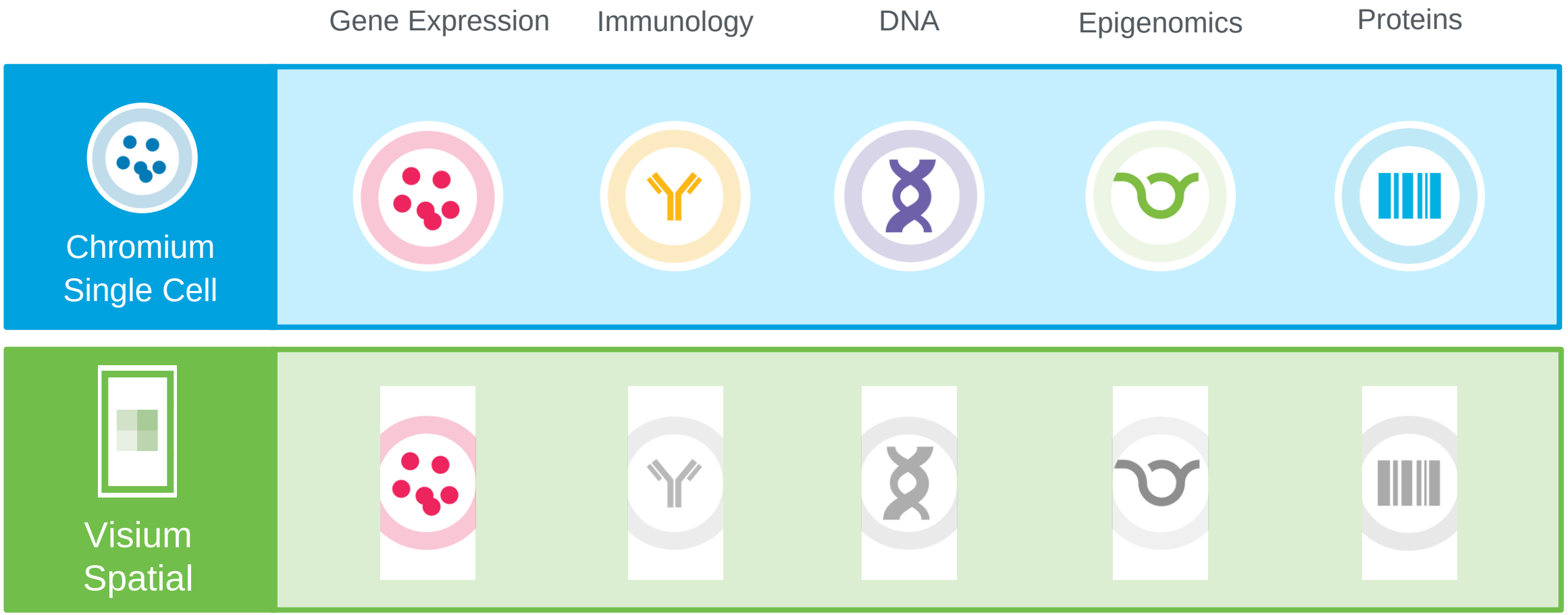
	1H 2020	Mid 2020	2H 2020	1H 2021
Chromium	Chromium Connect	Targeted Gene Expression	ATAC+Gene Exp Cell Multiplexing Intracellular Protein	
Visium	Immuno-fluorescence	Targeted Gene Expression		Highly Multiplexed Protein+GEX Dedicated FFPE Solution
Software		Cell Ranger 4x Speedup	10x Genomics Cloud	More Advanced Cloud Capabilities

Expected launch dates

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Towards a Comprehensive View of Biology



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