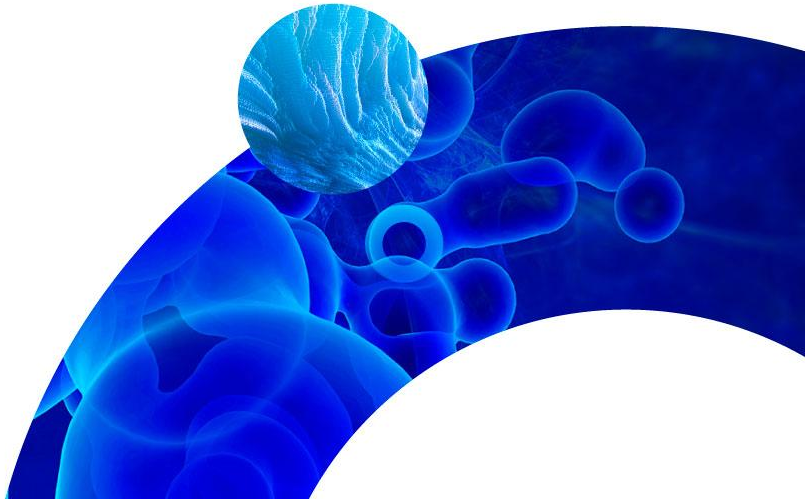
Mastering Biology to Advance Human Health

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 inability to generate sufficient revenue to achieve and maintain profitability;
- impacts of the global COVID-19 pandemic;
- our inability to compete effectively in the life sciences technology market;
- our inability to guarantee the success of our Next GEM microfluidic chip;
- our inability to generate revenue from the sale of our Visium and Chromium solutions, and in particular our Single Cell Gene Expression solutions;
- changes in research and development spending by academic institutions;
- our inability to effectively manage product transitions or accurately forecast customer demand;
- our inability to increase penetration in our existing markets;
- our inability to develop new products, enhance the capabilities of our existing products to keep pace with rapidly changing technology and customer requirements or successfully manage the transition to new product offerings;
- our existing and new products failure to achieve and sustain sufficient scientific acceptance; and
- our involvement in significant litigation and adverse resolution of these lawsuits.

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 periodic reports filed by Company with the Securities and Exchange Commission (the "SEC") from time to time. 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.

© 10X GENOMICS, INC. 2020.

10x Today

- **$246M** 2019 revenue
- **68%** Yearly revenue growth in 2019
- **1,650+** Installed instruments
- **$150K+** Consumable pull-through
- **860+** Peer reviewed publications

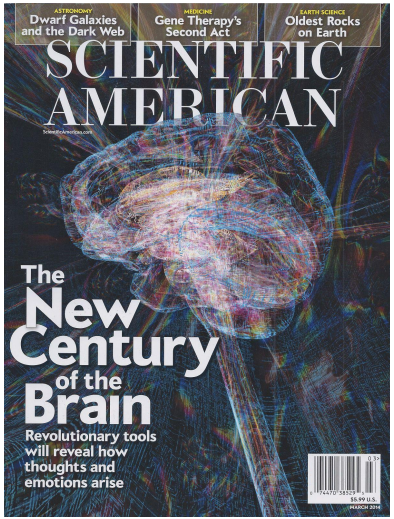
Note: Installed instruments as of 12/31/2019. Annual consumable pull-through per instrument as of FY 2019. Peer reviewed publications as of March 31, 2020.

© 10X GENOMICS, INC. 2020.

Century of Biology



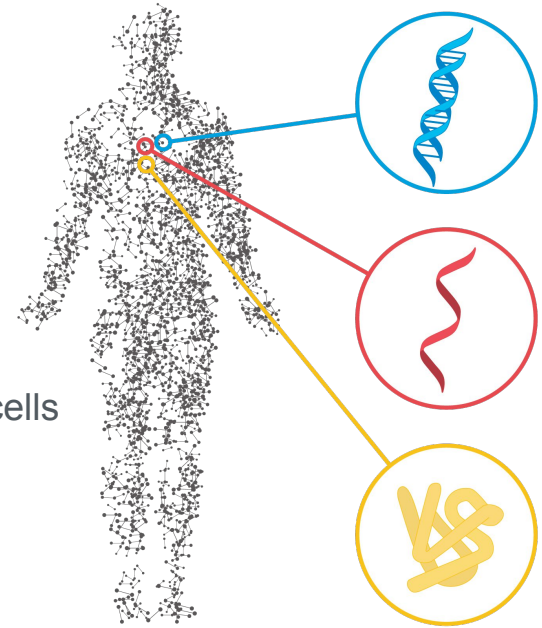






© 10X GENOMICS, INC. 2020.

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

© 10X GENOMICS, INC. 2020.

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

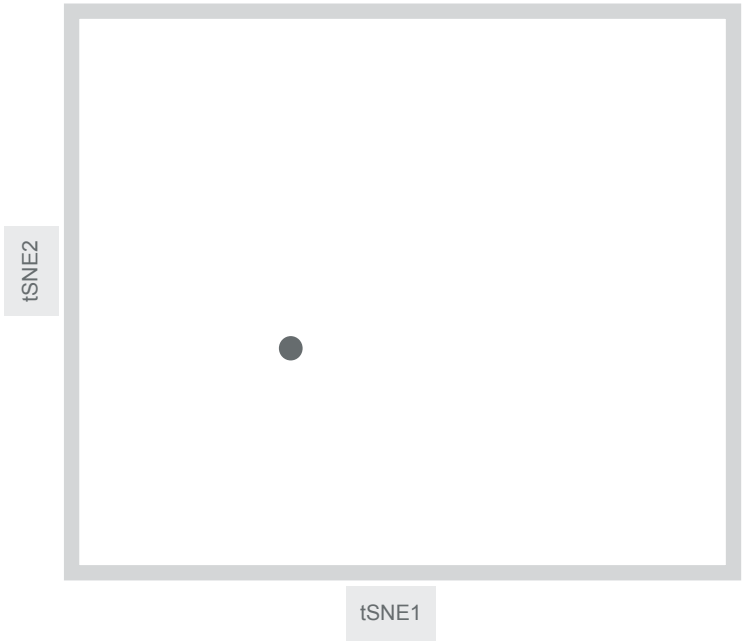
Engineering biology

10X GENOMICS

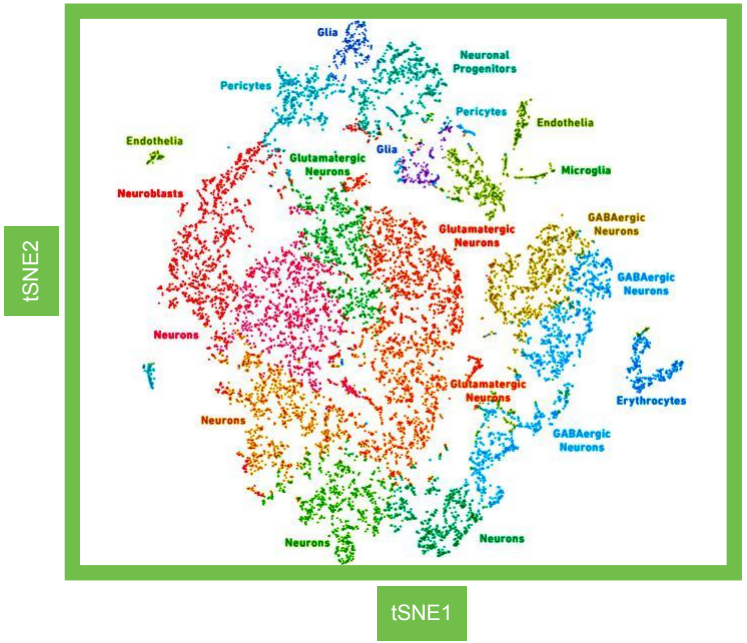
© 10X GENOMICS, INC. 2020.

Gene Expression at the Right Resolution and Scale

Conventional gene expression



Single cell data for thousands of cells



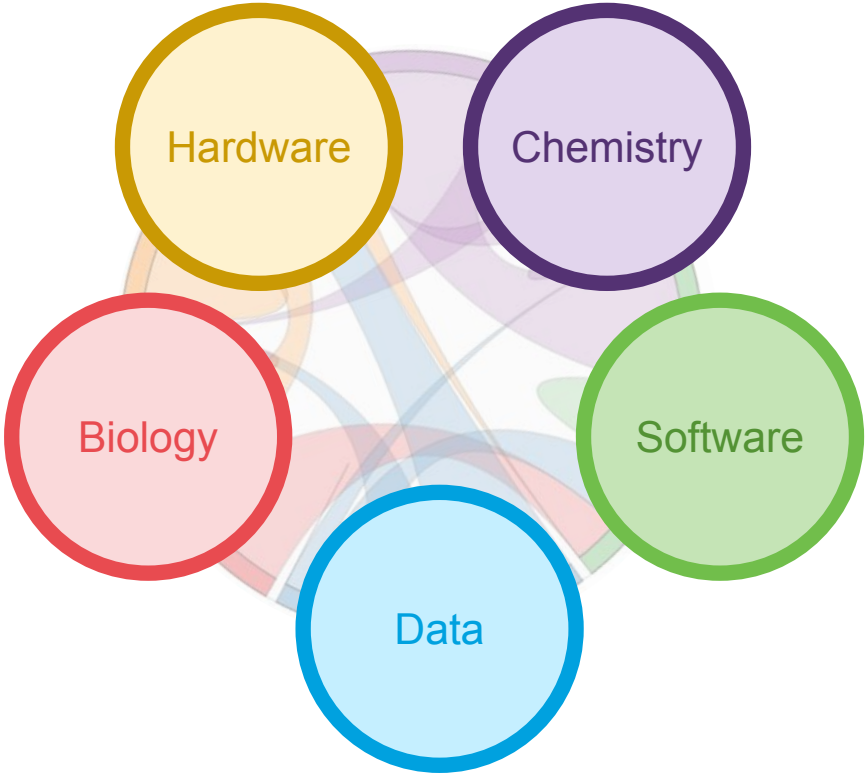
Note: t-SNE projection of approximately 10,000 mouse brain cells derived from the combined cortex, hippocampus and ventricular zones of embryonic day 18 brain tissue. Major subpopulations were identified based on gene markers that are enriched in each class.

© 10X GENOMICS, INC. 2020.

Major Discoveries Across Life Sciences



Deep Expertise Across Diverse Disciplines



© 10X GENOMICS, INC. 2020.

Complete Solutions

Instruments



Consumables

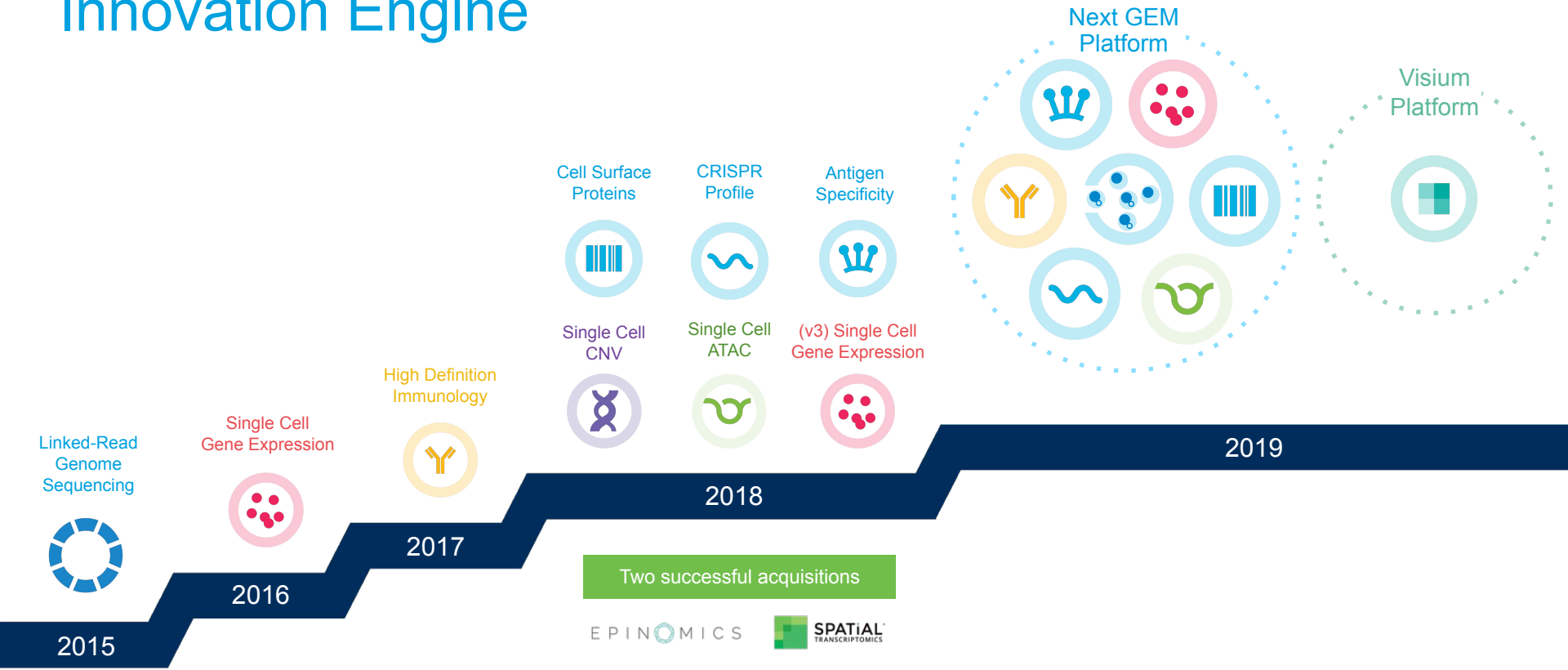


Software



© 10X GENOMICS, INC. 2020.

Innovation Engine

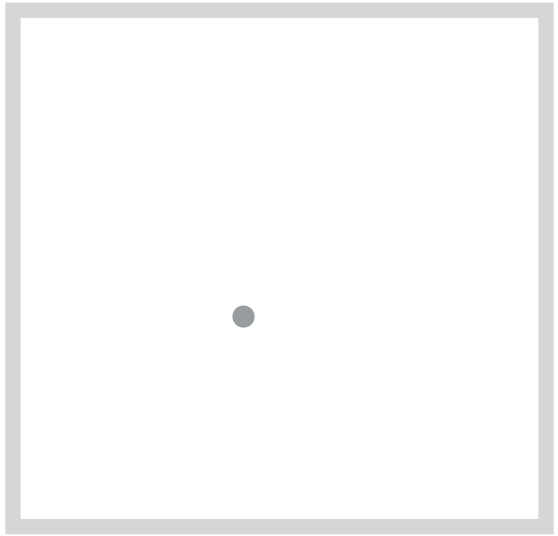


10X GENOMICS

© 10X GENOMICS, INC. 2020.

Product Platforms

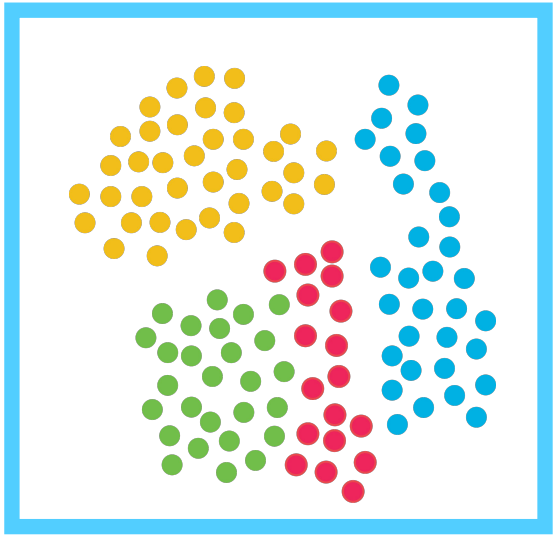
Traditional Platforms



Bulk

10X GENOMICS

Chromium



Single Cell

10X GENOMICS

Visium



Spatial

© 10X GENOMICS, INC. 2020.

Chromium Platform: Millions of Parallel Reactions

Sample

Chromium Controller and consumables



Next generation sequencer



Less than 25% of customers own a DNA sequencer

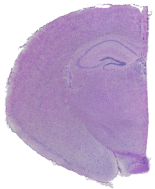
Analysis and visualization software



© 10X GENOMICS, INC. 2020.

Visium Platform: Rich Spatial Characterization

Sample



Visium consumables

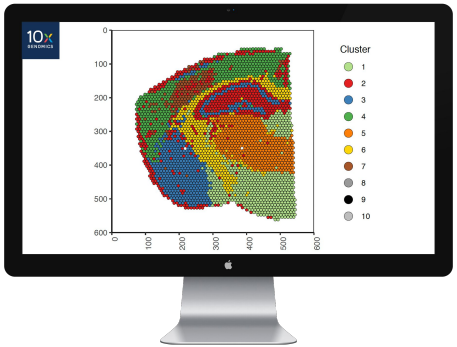


Next generation sequencer



Less than 25% of customers own a DNA sequencer

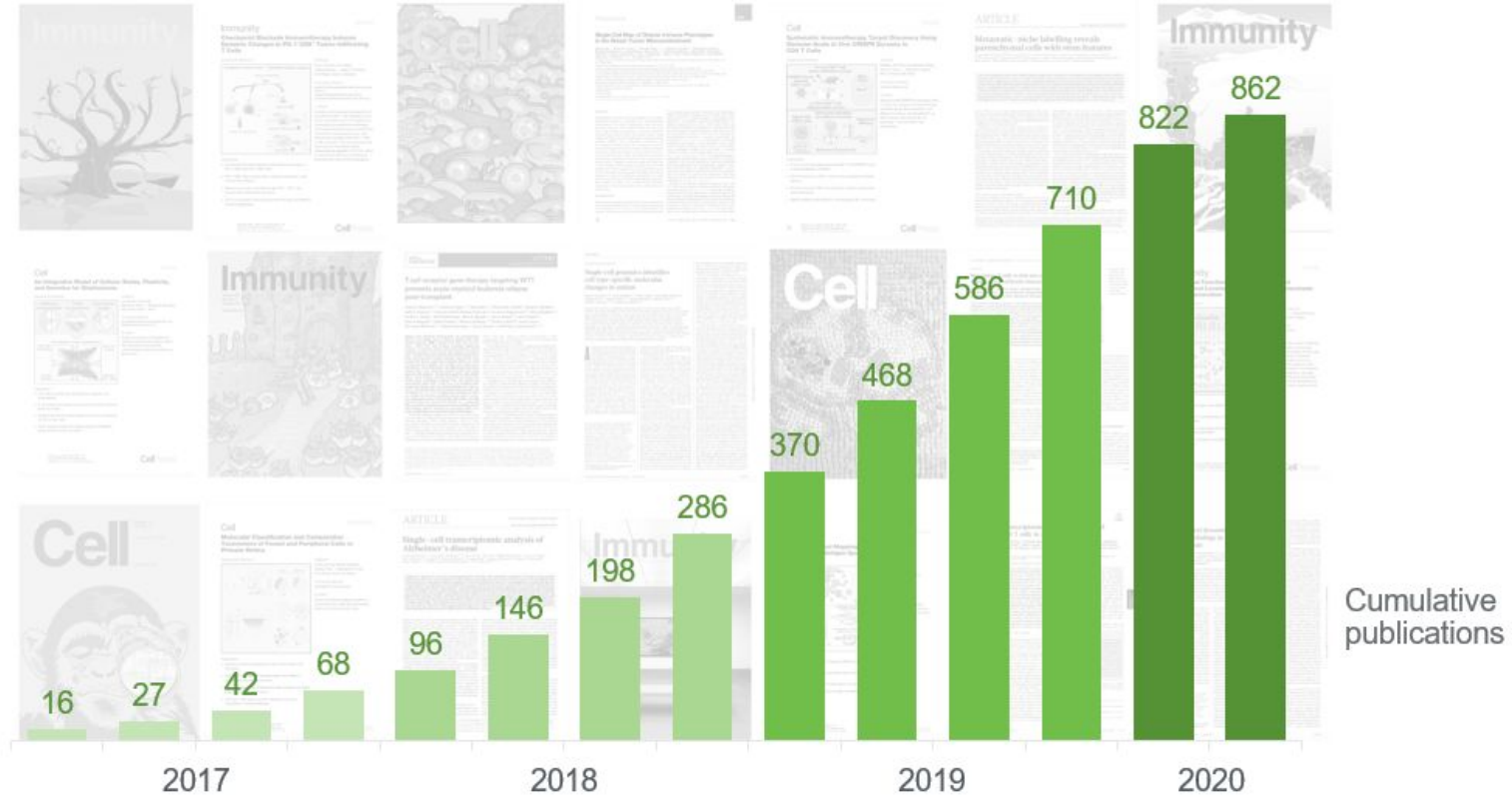
Analysis and visualization software



10x GENOMICS

© 10X GENOMICS, INC. 2020.

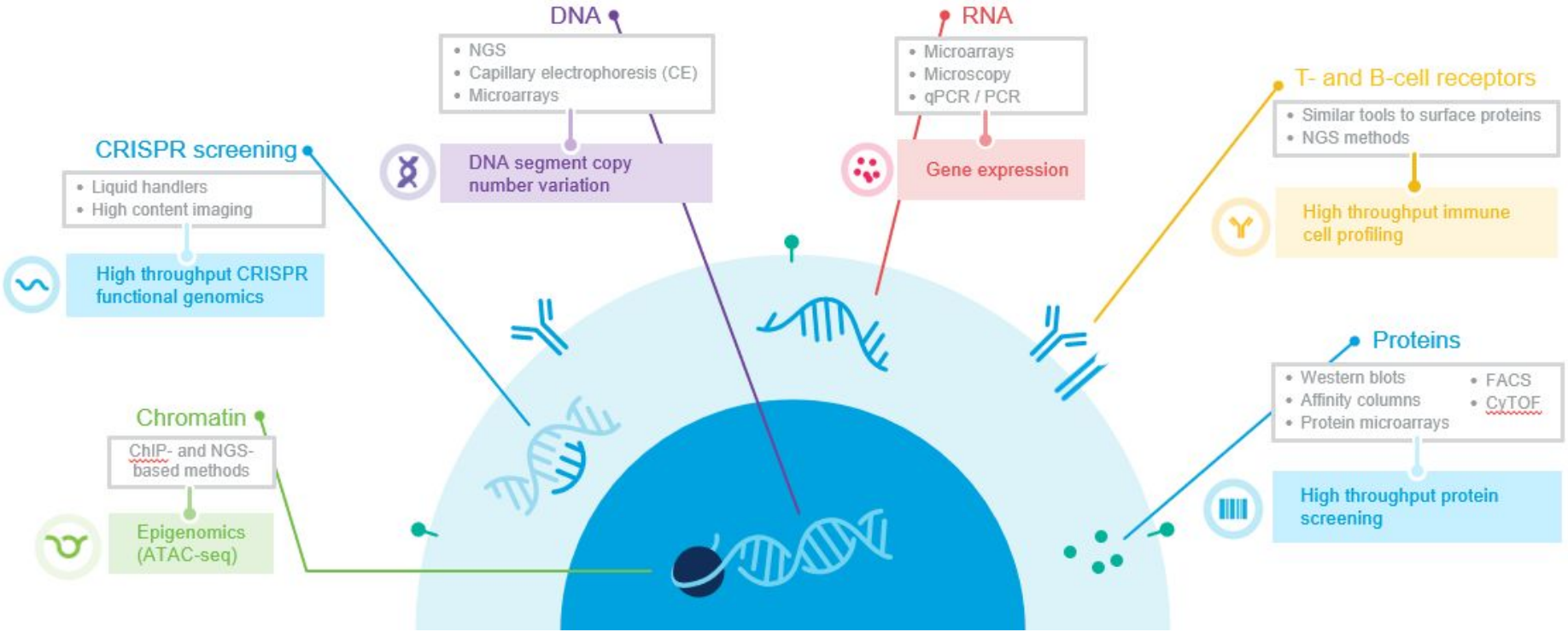
Rapid Growth in Publications Across Life Science



Note: Publications published based on data generated using our products. Represents cumulative publications per quarter.

© 10X GENOMICS, INC. 2020.

Replacing the Legacy Toolkit Across Biology



© 10X GENOMICS, INC. 2020.

Underpenetrated Market: Real-Time PCR Comparison

~50,000

Real-time PCR units globally



1,650+

Chromium Instruments

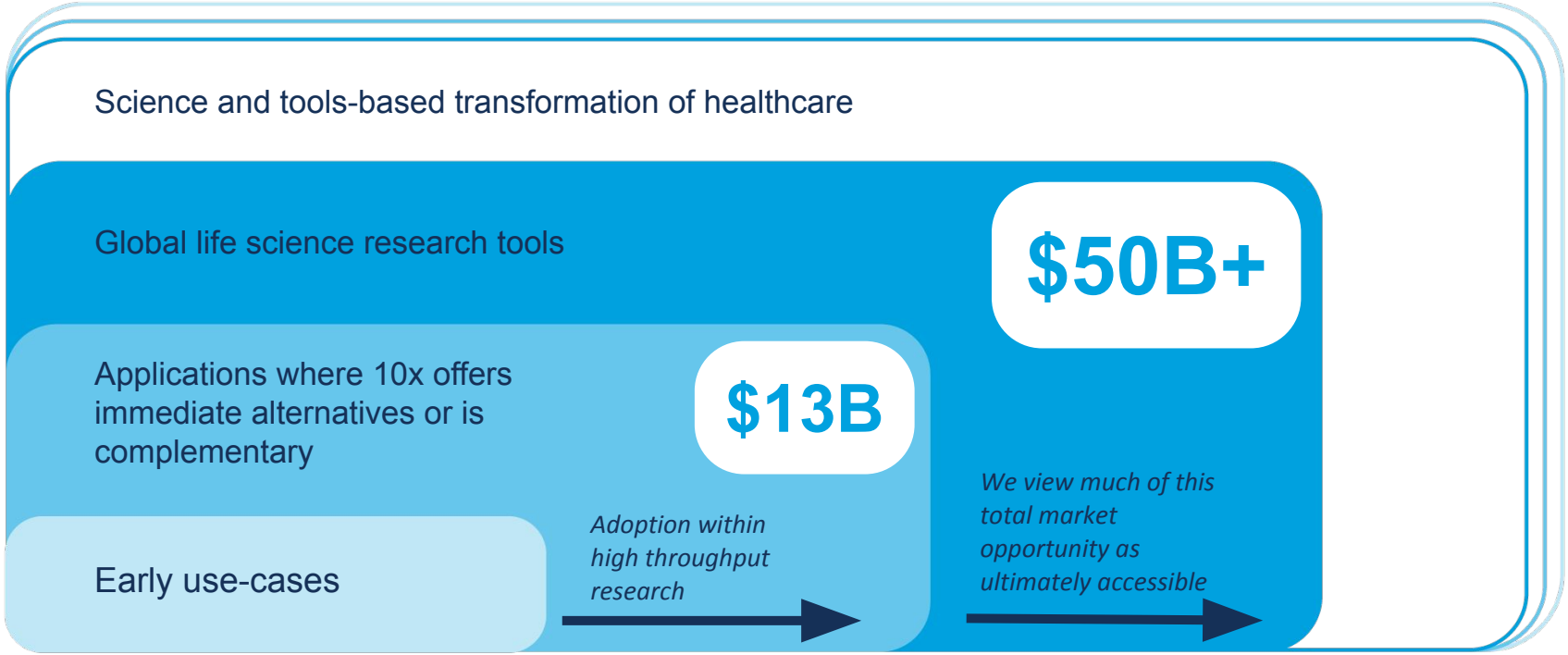


Large global opportunity

Note: 10x estimates for RT-PCR data are based on market research. Chromium instruments sold are as of December 31, 2019.

© 10X GENOMICS, INC. 2020.

Creating New Markets Across Life Science Research



Note: Approximately $13 billion market opportunity includes market for next-generation sequencing (NGS), automation, microscopy, flow cytometry, LIMS, sample preparation, microarrays, multiplex technology, capillary electrophoresis (CE) sequencing, high content imaging, protein microarrays and magnetic beads based on our internal estimates

© 10X GENOMICS, INC. 2020.

Focused and Experienced Commercial Organization



Industry Leadership

97 of the top 100 global research institutions today

19 of top 20 global biopharmaceutical companies today

Named partner Human Cell Atlas and other large projects



Widespread Adoption

1,650+ instruments sold as of December 31, 2019

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

Global Reach with nearly half of revenues from sources outside of the US



Customer Success

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

65+ 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

10X GENOMICS

Note: Customer concentration, number of support scientists and non-US revenue information as of March 31, 2020. Percentage of customers using multiple solutions, publication data and average annual pull-through per instrument as of December 31, 2019.

© 10X GENOMICS, INC. 2020.

Our Products are Being Used to Fight COVID-19

- Our products allow our customers to make discoveries to understand the virus and the underlying biology of the disease, and to help develop therapies and vaccines
  - Some customers have been using our immune profiling solution to search for neutralizing antibodies in recovered patients
  - Others are intensely focused on understanding the immune system's response to the infection, such as extensive ongoing research to understand the biology of the infection in lung tissues and other organs
- Dozens of preprints from scientists and clinicians around the world using 10x for COVID-19 research



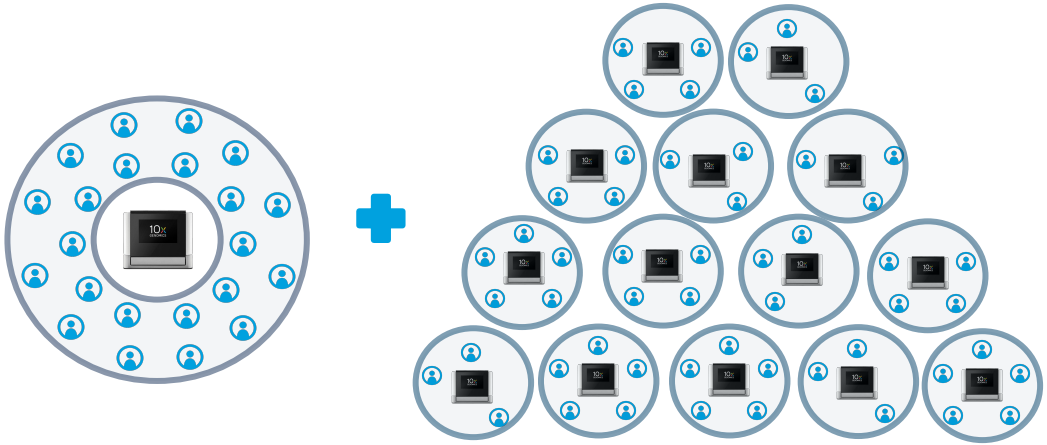
Chromium Use Case: University of Pittsburgh

Single cell genomics core facility supports early adoption

One placement has grown to 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

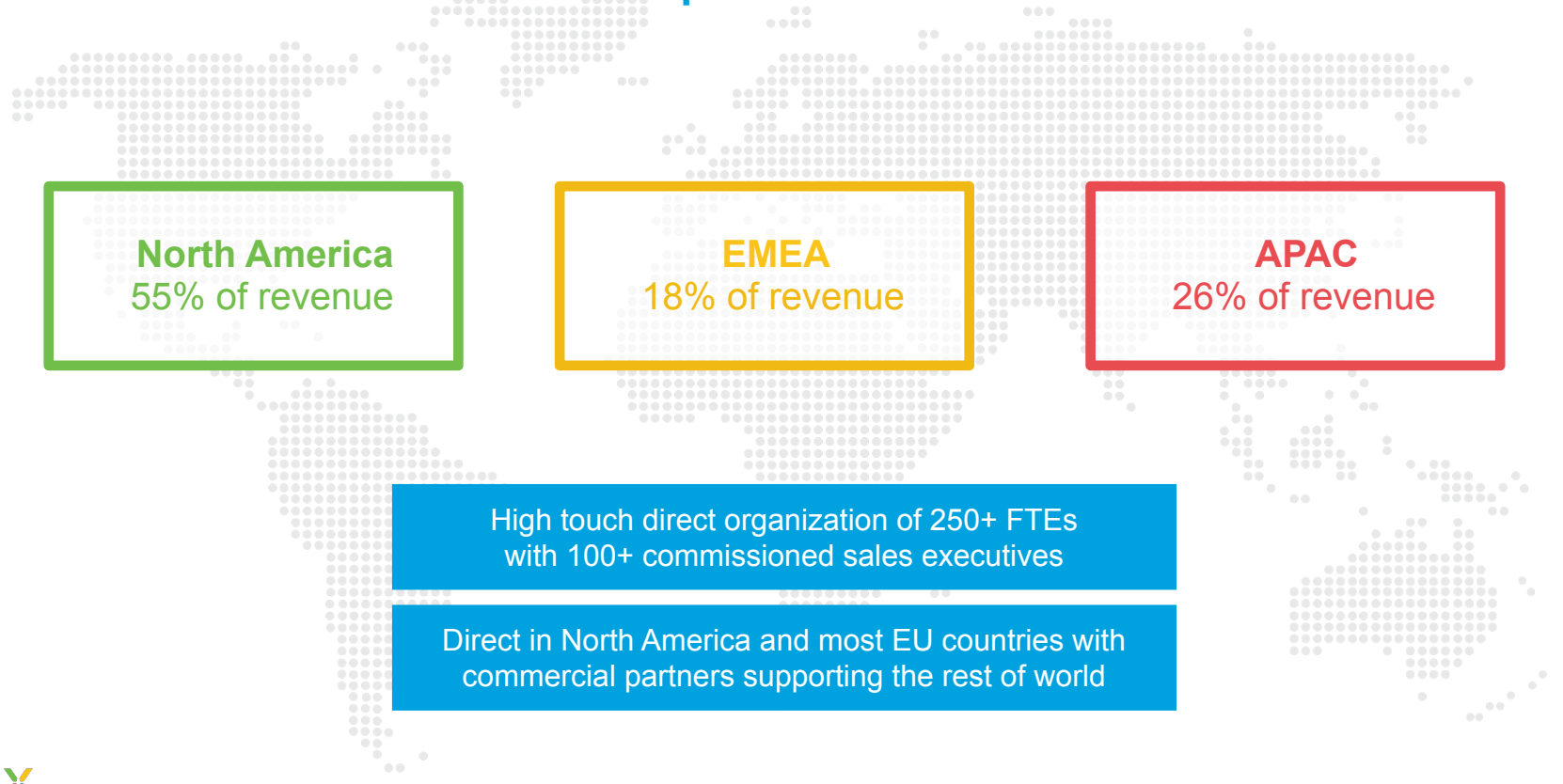


Many of the individual labs and PIs which own a Chromium instrument were previously users of the single cell genomics core

10X GENOMICS

© 10X GENOMICS, INC. 2020.

Global Commercial Footprint



Note: Revenue by geography for the period ended March 31, 2020 and commercial organization and sales executive numbers as of March 31, 2020

© 10X GENOMICS, INC. 2020.

740+ Patents Issued / Filed

Key Platforms Technologies

Chromium Single Cell

Partitioning techniques
Barcoding assays
Instrumentation and software

Visium Spatial

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

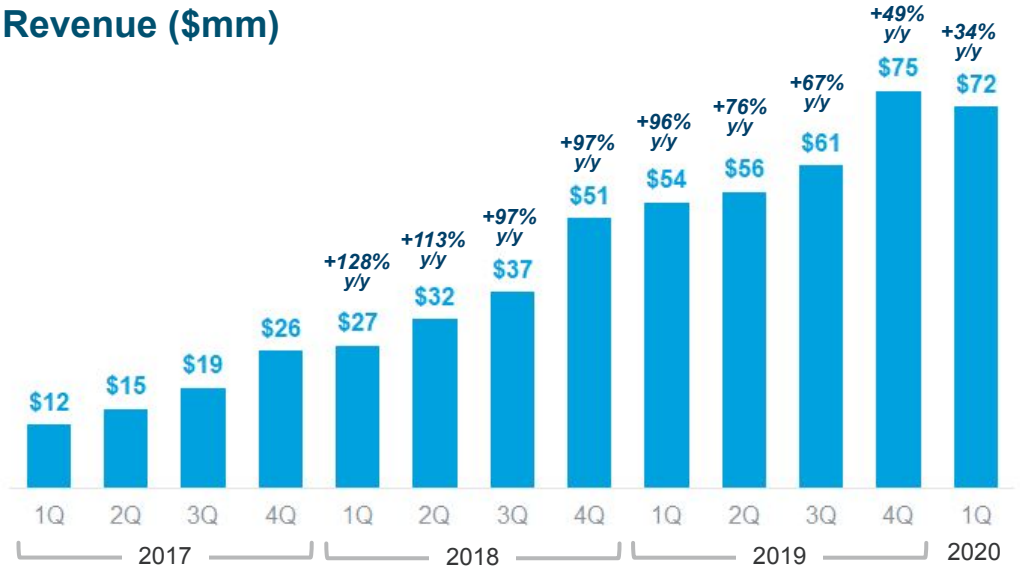
Antibody and
MHC tagging
Multi-omics

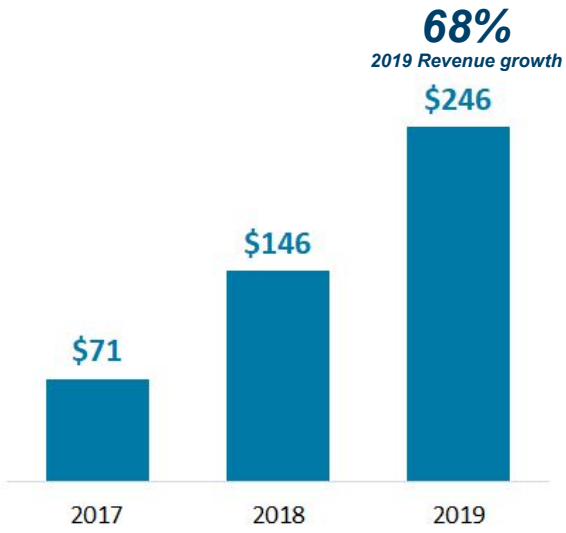
10X GENOMICS

© 10X GENOMICS, INC. 2020.

Exceptional Financial Profile

Revenue ($mm)





$158k
Instrument pull-through[1]

79%
Gross margin[2]

~85%
Revenue from consumables[2]

Note: 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. Gross margin and revenue from consumables for the quarter ended March 31, 2020.

© 10X GENOMICS, INC. 2020.

Looking Ahead

© 10X GENOMICS, INC. 2020.

Chromium Single Cell ATAC + Gene Expression

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



© 10X GENOMICS, INC. 2020.

Unlocking Rules of Epigenetic Programming



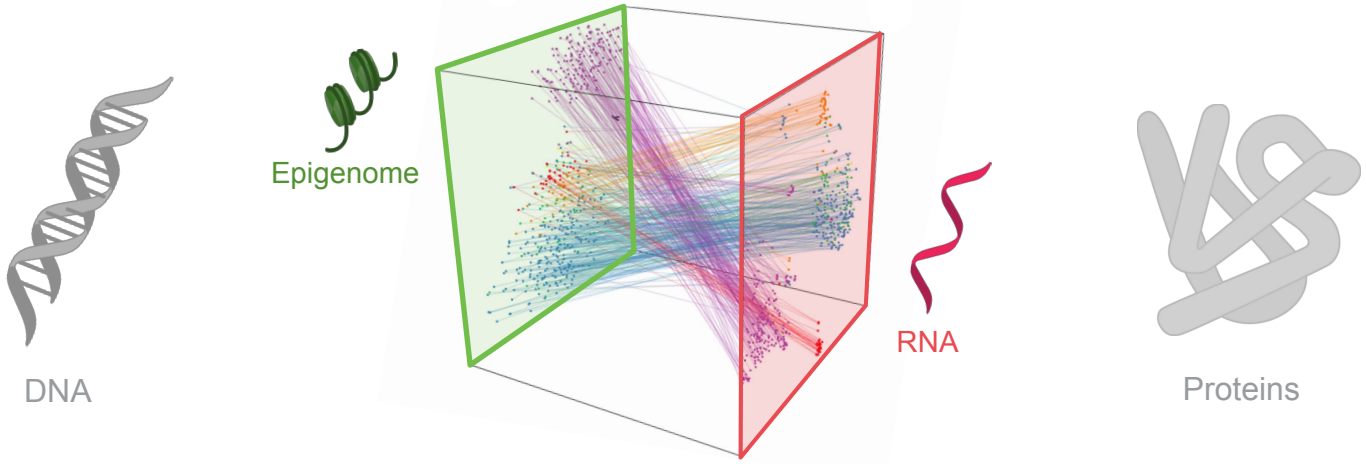
DNA | Epigenome | RNA | Proteins

Blueprint → Program → Output → Results

Directly linking the program and output from the same cell

© 10X GENOMICS, INC. 2020.

Unlocking Rules of Epigenetic Programming

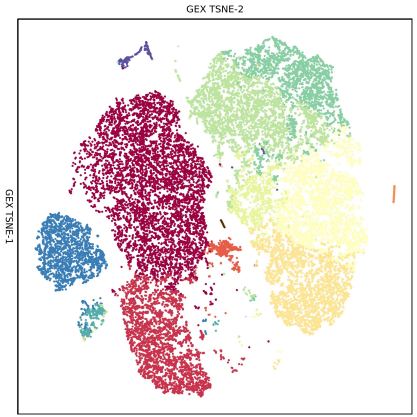


Blueprint → Program → Output → Results

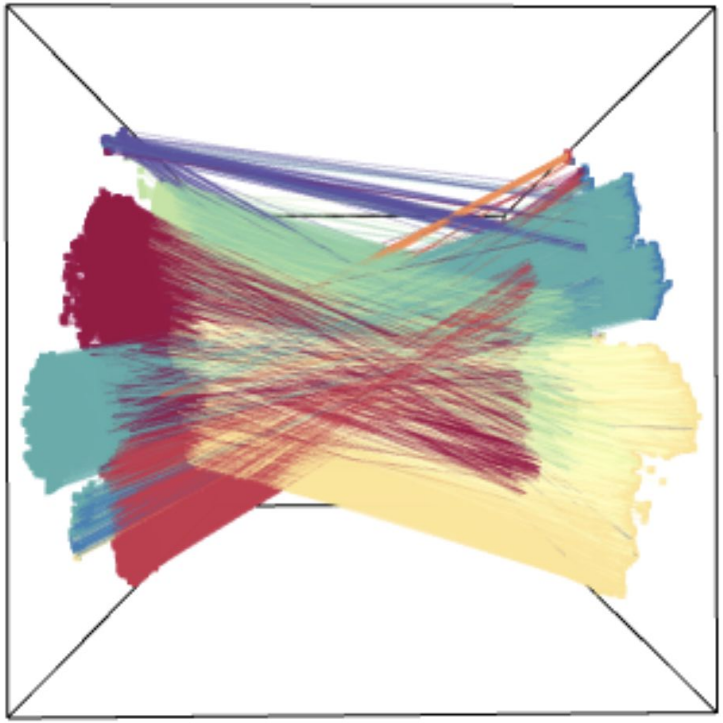
Directly linking the program and output from the same cell

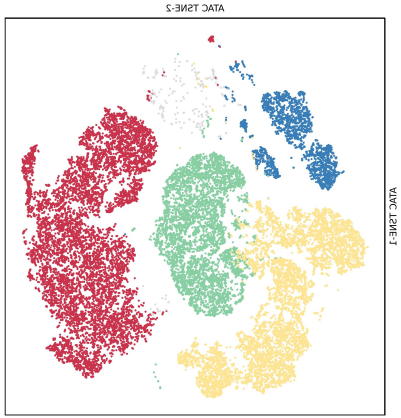
© 10X GENOMICS, INC. 2020.

High Concordance Between the Two Read-Outs



GEX





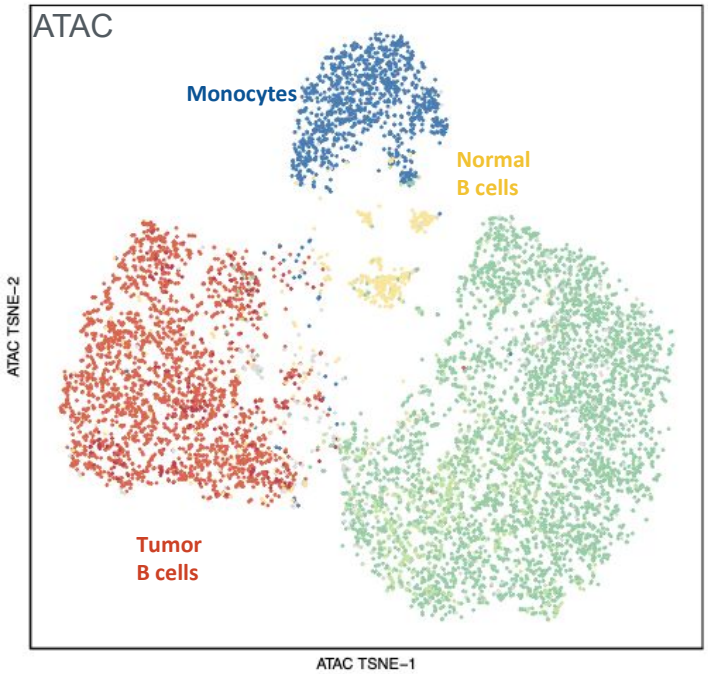
ATAC

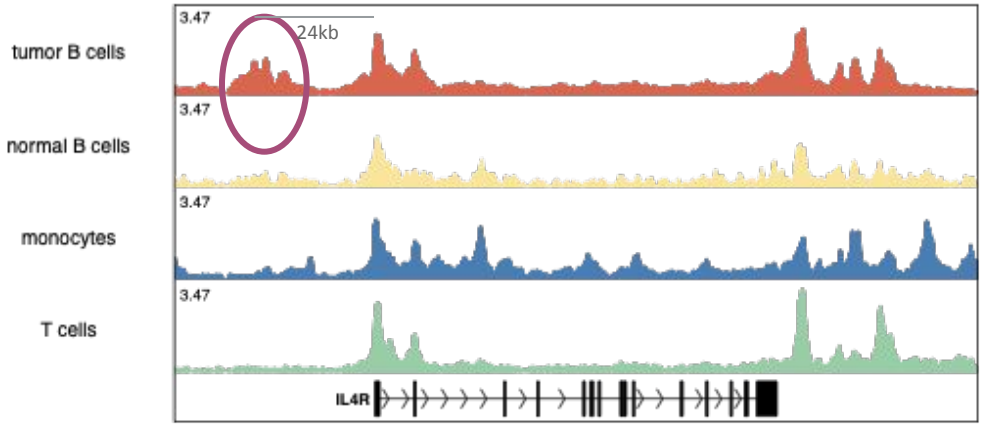
24,000 PBMCs

© 10X GENOMICS, INC. 2020.

Dive Deep Where It Matters

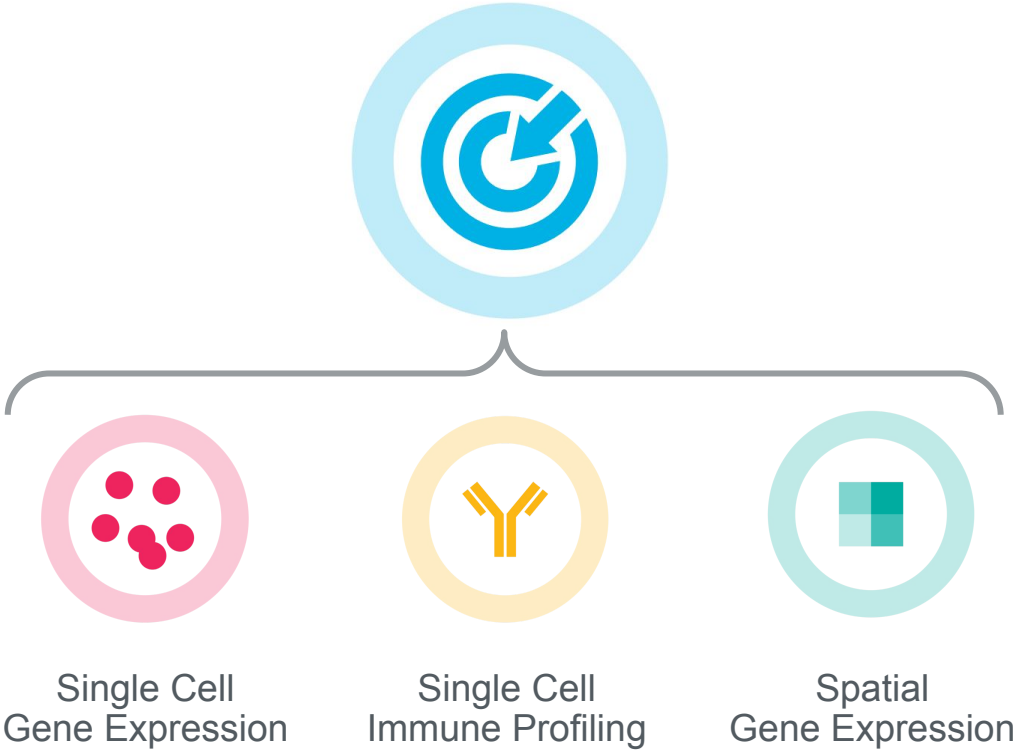
Discover novel disease-specific open chromatin regions





© 10X GENOMICS, INC. 2020.

Targeted Gene Expression

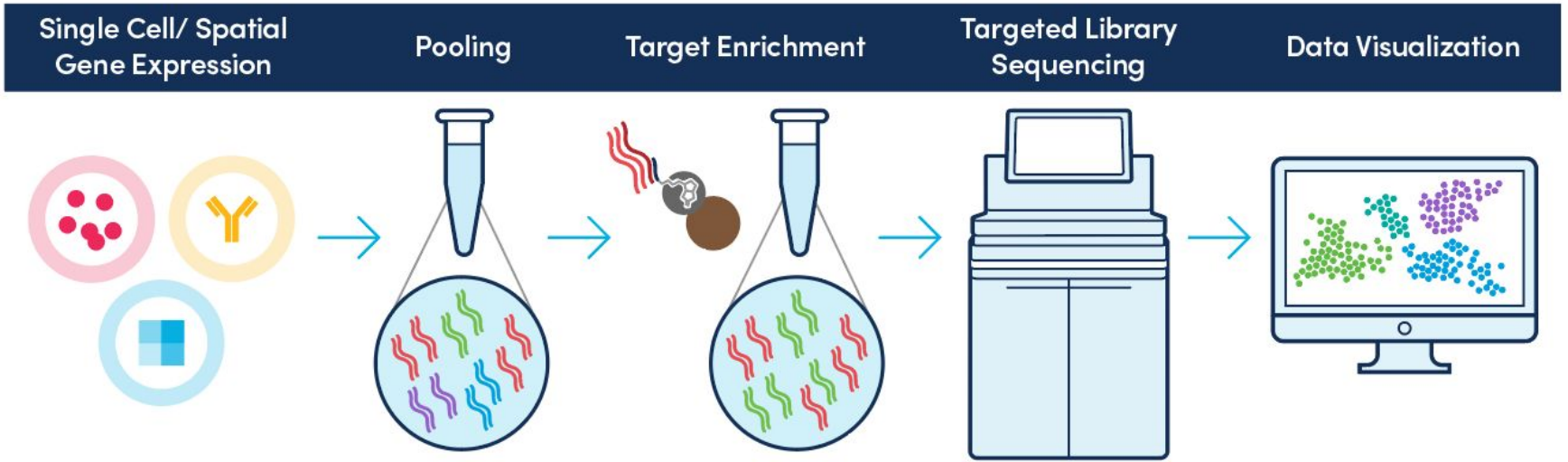


- More flexibility
- More scale
- More applications

© 10X GENOMICS, INC. 2020.

Targeted Gene Expression, Built the 10x Way

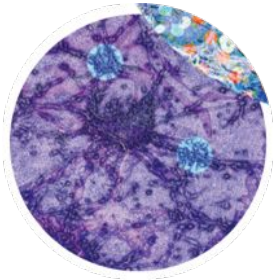
Hybrid capture enrichment for versatile, sensitive, customizable targeting



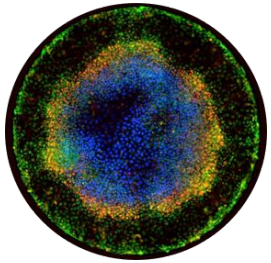
© 10X GENOMICS, INC. 2020.

Ready-to-use 10x Genomics Content Offering

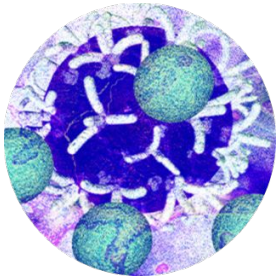
Fixed gene panels with comprehensive content



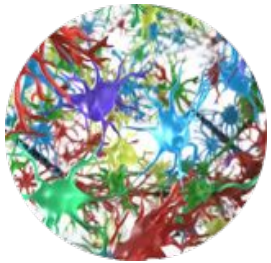
Human Pan-Cancer
~1250 genes



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

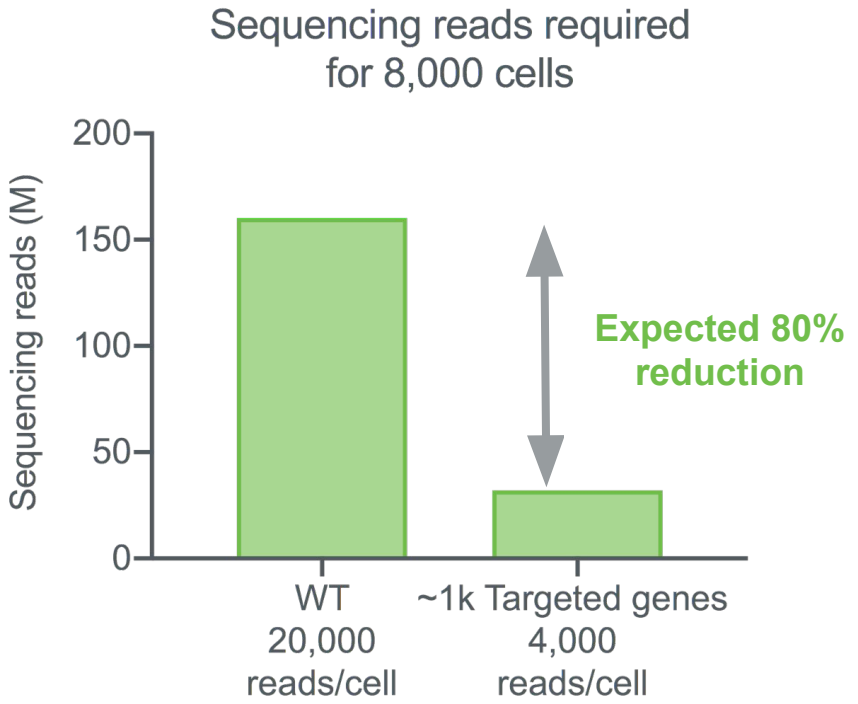
10x GENOMICS

© 10X GENOMICS, INC. 2020.

From Discovery to Focused Transcriptomics

Targeted product built for 10x assays

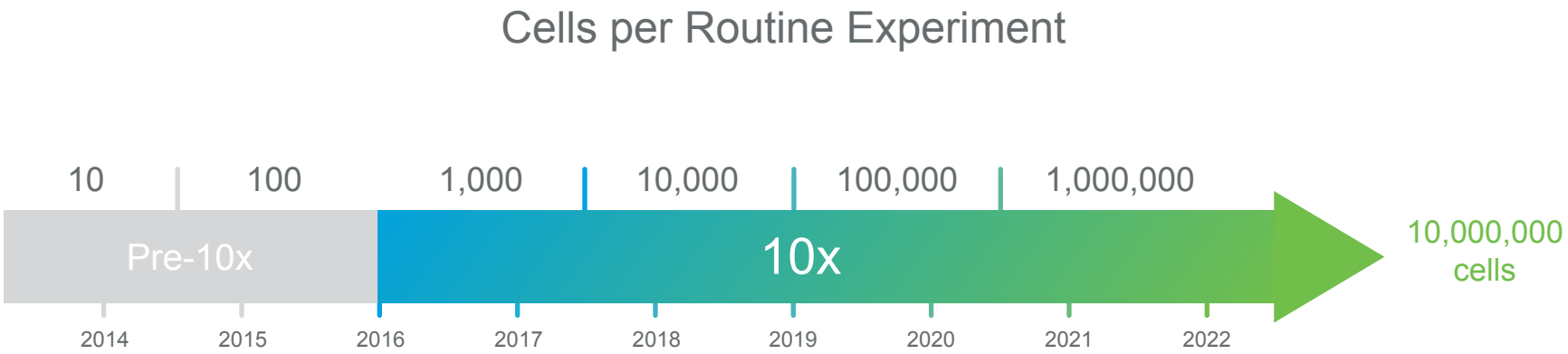
- **Increased experimental efficiency**
- **Reduced sequencing cost**
- **WTA and targeted gene expression from the same cells**
- **Core assay compatibility**
- **Content and customization**



10x GENOMICS

© 10X GENOMICS, INC. 2020.

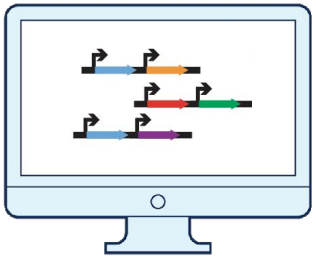
The Future: 10M cells



© 10X GENOMICS, INC. 2020.

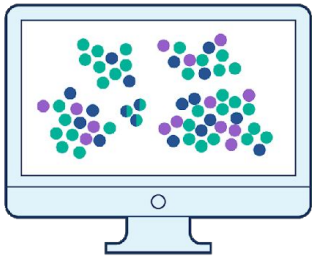
Support for New Products in Cell Ranger

Getting to better results faster



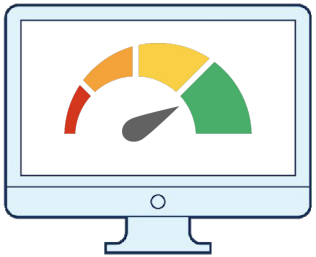
Targeted Gene Expression

- 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

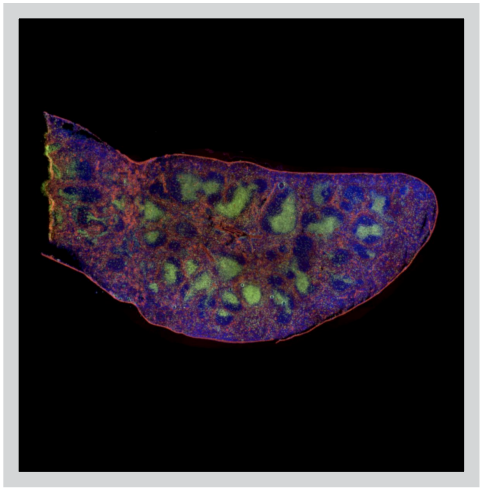
- Up to 4x faster runtime
- Dual-indexed read support

10X GENOMICS

© 10X GENOMICS, INC. 2020.

Visium: Immunohistochemistry with Gene Expression

Immunohistochemistry (IHC)



CD3 CD29 DAPI

+

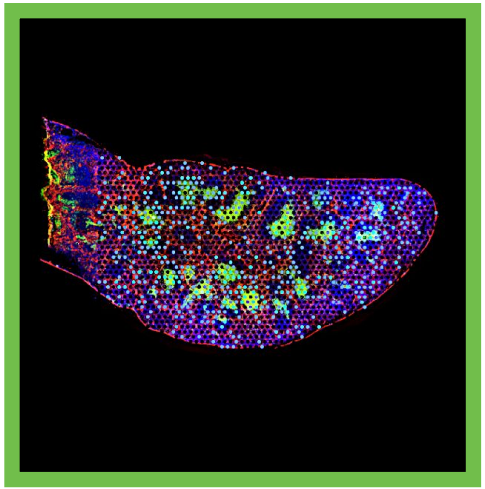
Visium Gene Expression



CD3 RNA Selected from a transcriptome

=

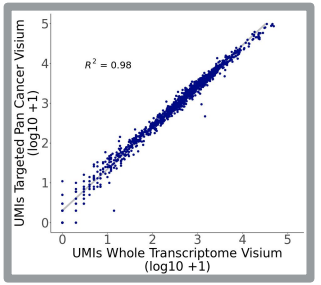
IHC + Visium Gene Expression



Merged

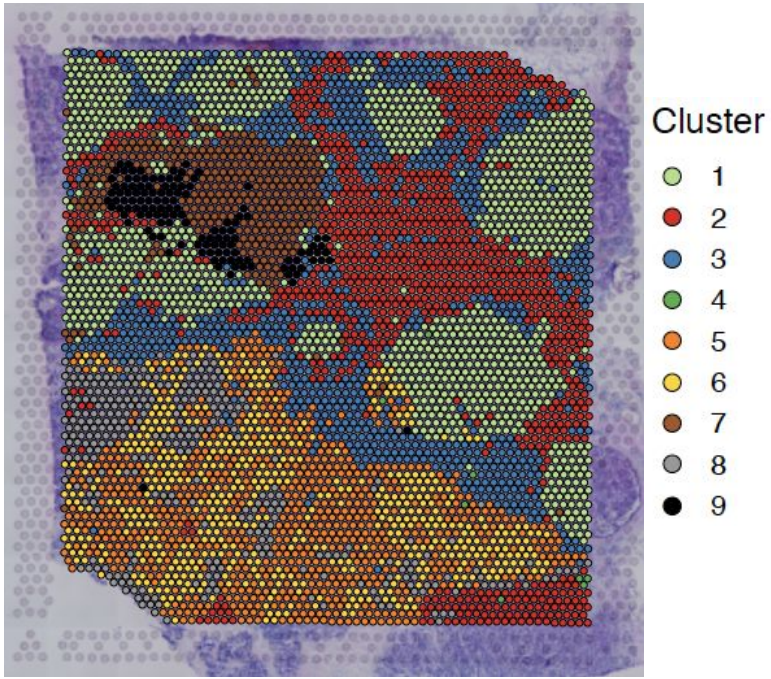
© 10X GENOMICS, INC. 2020.

Visium: Targeted Gene Expression



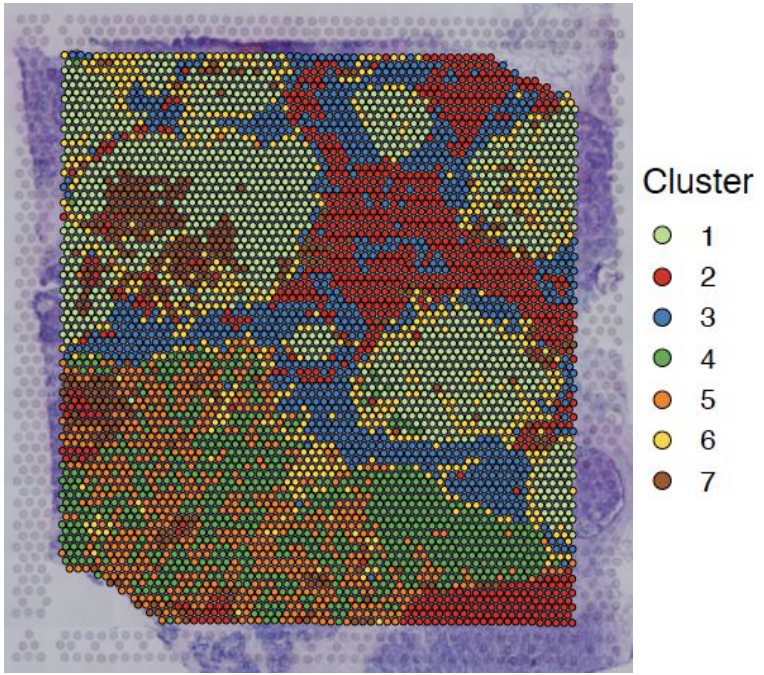
Whole Transcriptome, Standard Visium

Reads per spot: 50,000



Pan-Cancer Panel

Reads per spot: 10,000

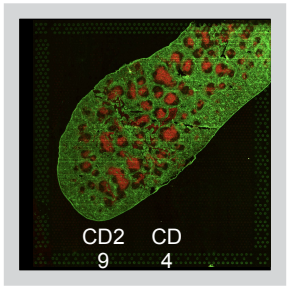


10x GENOMICS

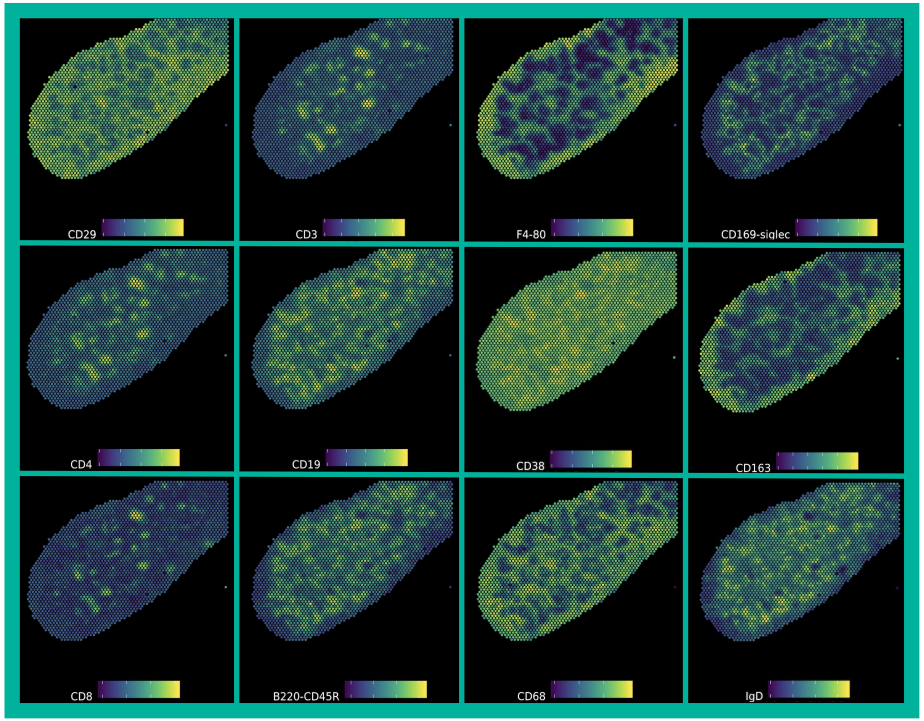
© 10X GENOMICS, INC. 2020.

Visium: Ultra High Plex Protein Analysis

IHC

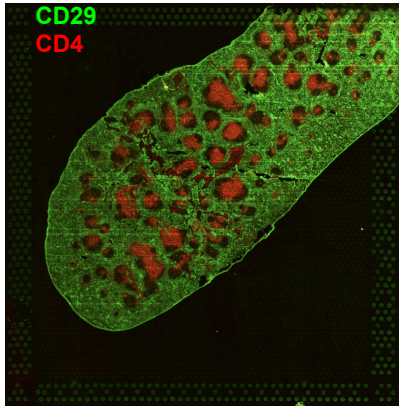


Visium Protein Analysis

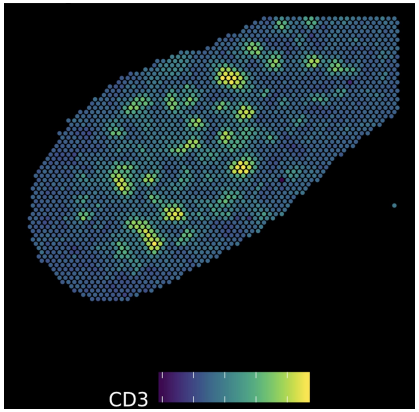


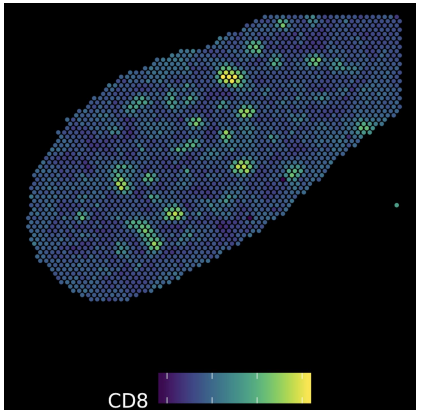
© 10X GENOMICS, INC. 2020.

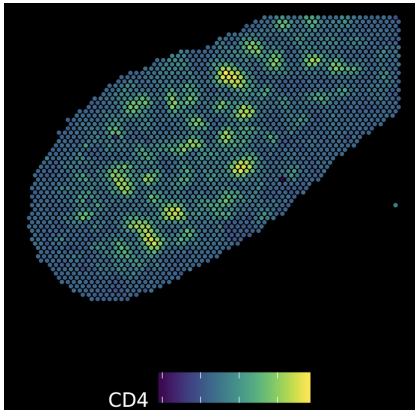
Immunofluorescence on Visium



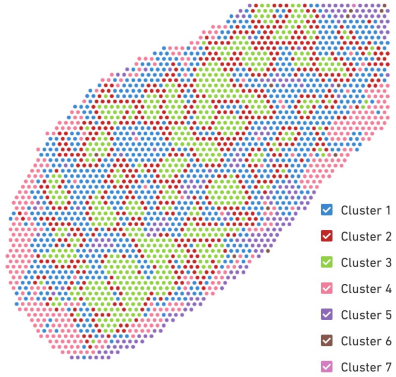
Feature Barcode

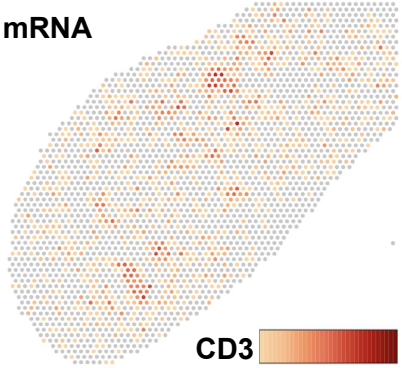


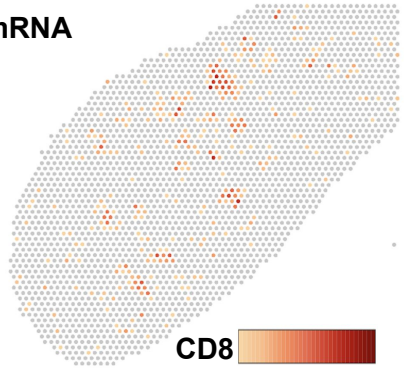


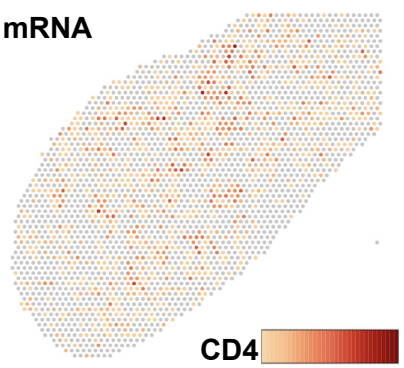


Gene expression clustering







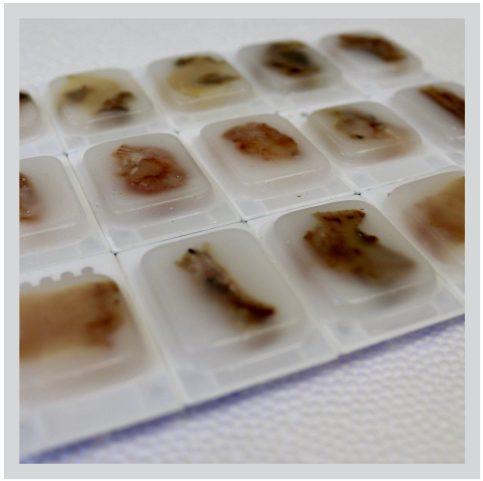


10x GENOMICS

© 10X GENOMICS, INC. 2020.

Visium: FFPE on Spatial Gene Expression

FFPE



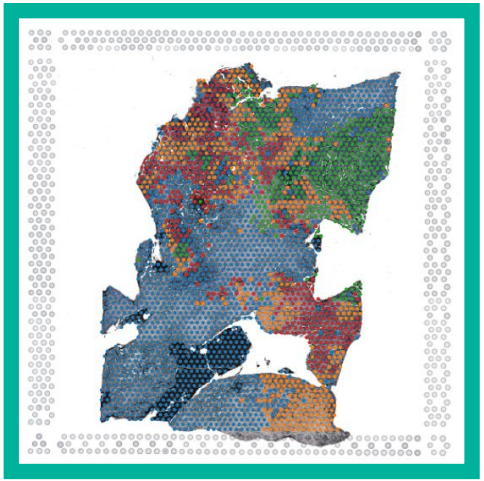
Standard tissue preservation

Recently fixed



Mouse brain

7-year archival



Breast cancer

© 10X GENOMICS, INC. 2020.

10x Genomics Cloud: Launching in 2020



Cell Ranger, Space Ranger, Loupe in the cloud



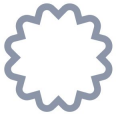
Zero-stress compute infrastructure



Easy-to-use UI, and fast



Scalable and elastic

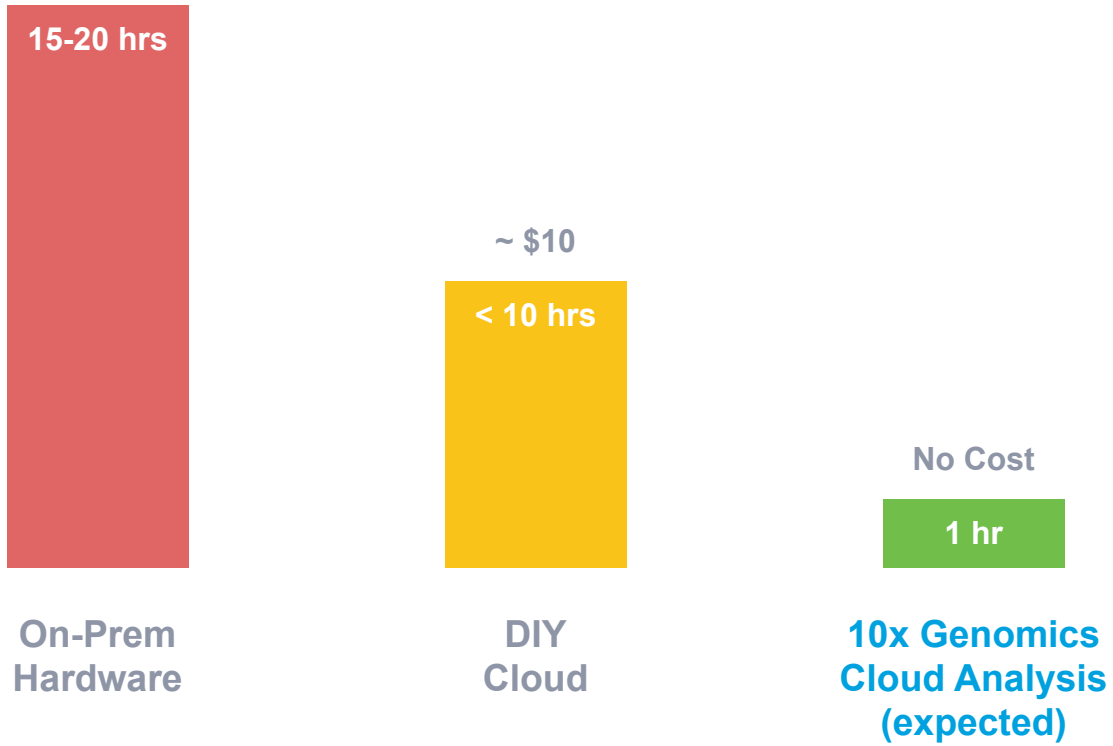


Standard analysis included with reagent purchase

10x GENOMICS

© 10X GENOMICS, INC. 2020.

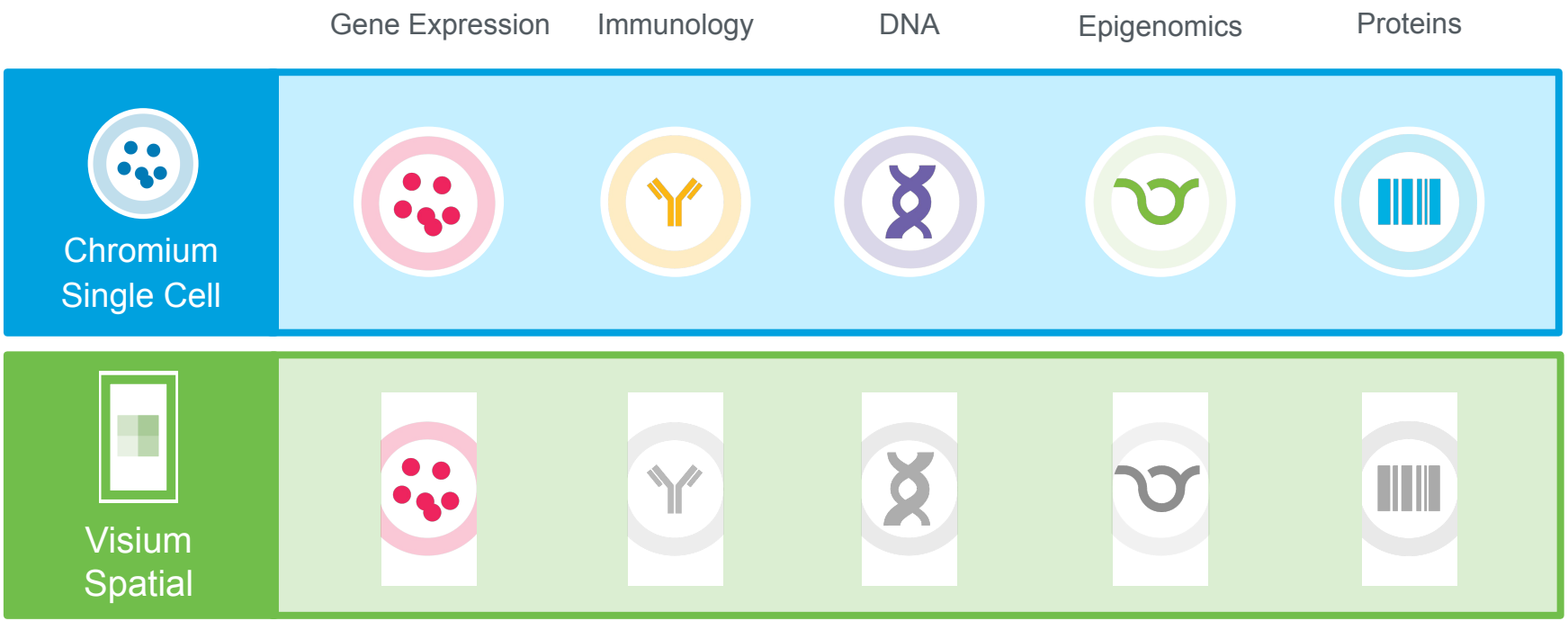
Best Compute Experience for 10x Software



10x GENOMICS

© 10X GENOMICS, INC. 2020.

Towards a Comprehensive View of Biology



© 10X GENOMICS, INC. 2020.


10x
GENOMICS