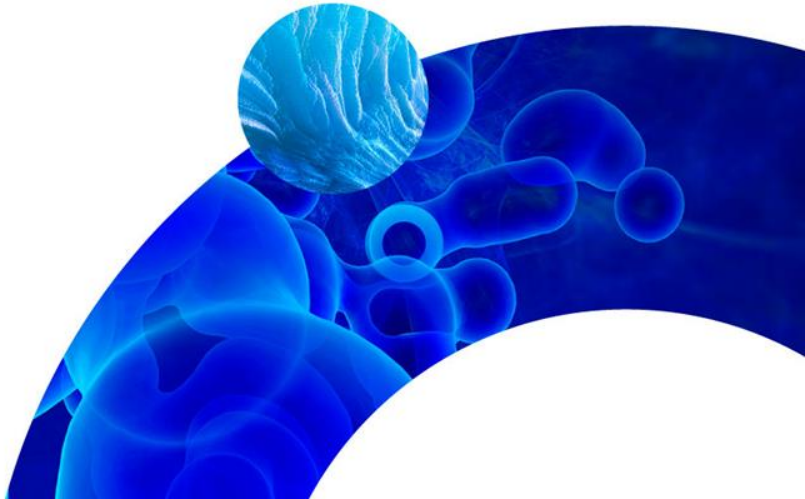
10x Genomics

Mastering Biology to Advance Human Health

Serge Saxonov
CEO, Co-Founder



November 2020

Disclaimer

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 the periodic reports filed by 10x Genomics, Inc. (the “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.

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10x Today

- **$246M** 2019 revenue
- **68%** Yearly revenue growth in 2019
- **1,990+** Installed instruments
- **$150K+** Consumable pull-through
- **2,000+** Peer reviewed publications

Note: Annual consumable pull-through per instrument as of December 31, 2019. Installed instruments as of June 30, 2020. Peer reviewed publications as of November 11, 2020.

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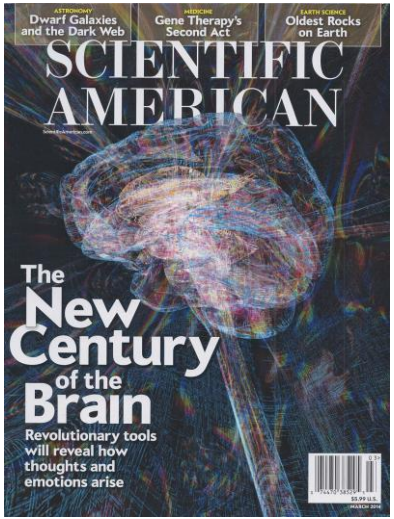
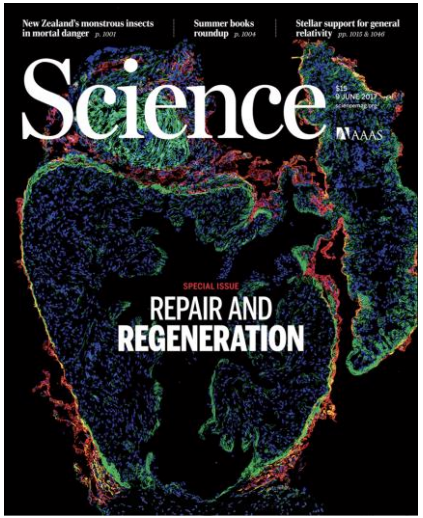
Century of Biology









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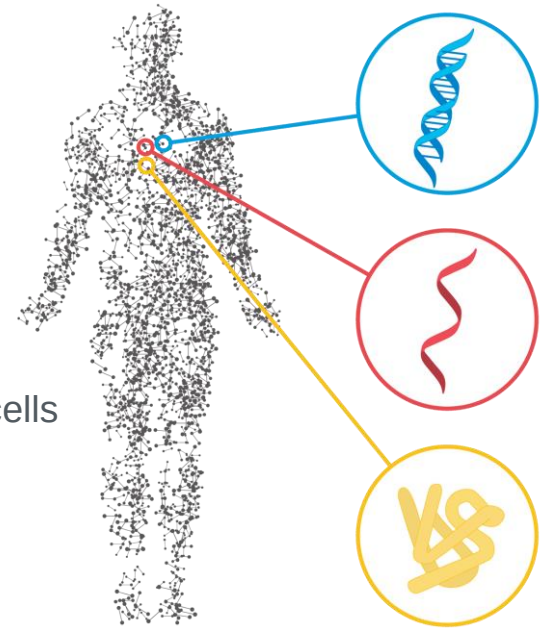
Biology is Immensely Complex



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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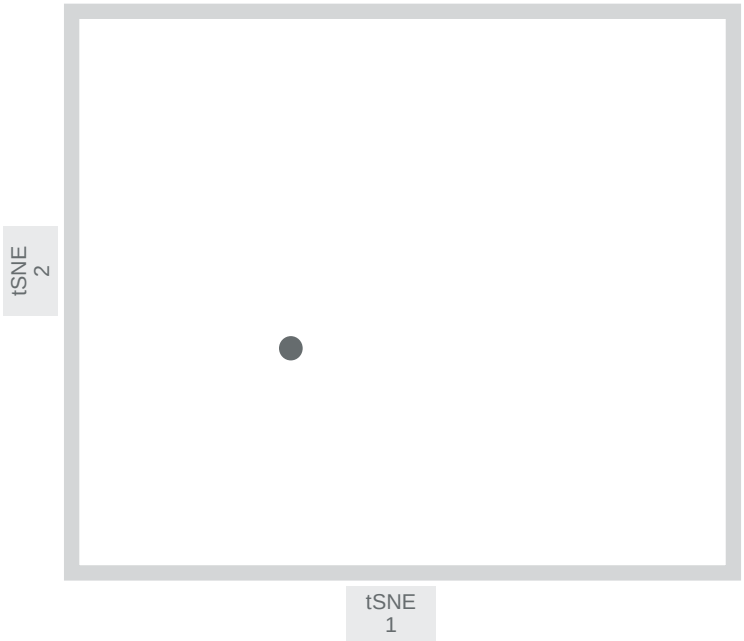
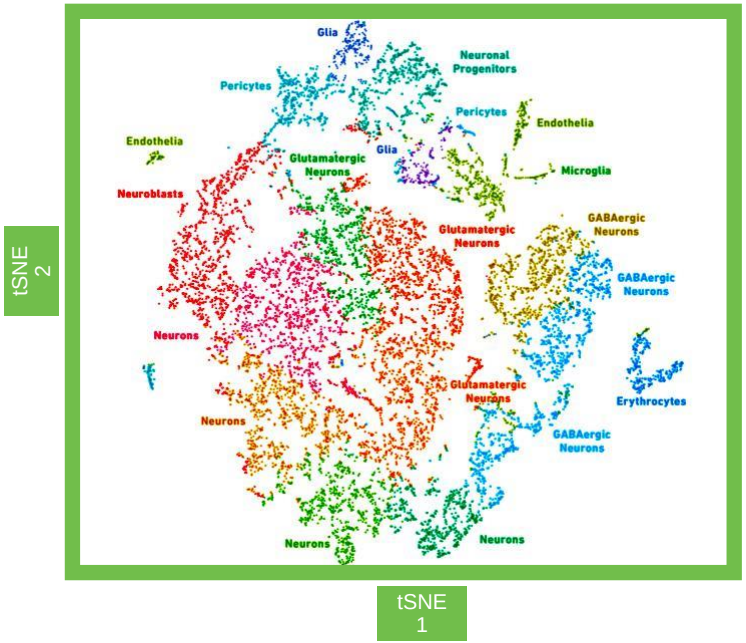
Gene Expression at the Right Resolution and Scale

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.

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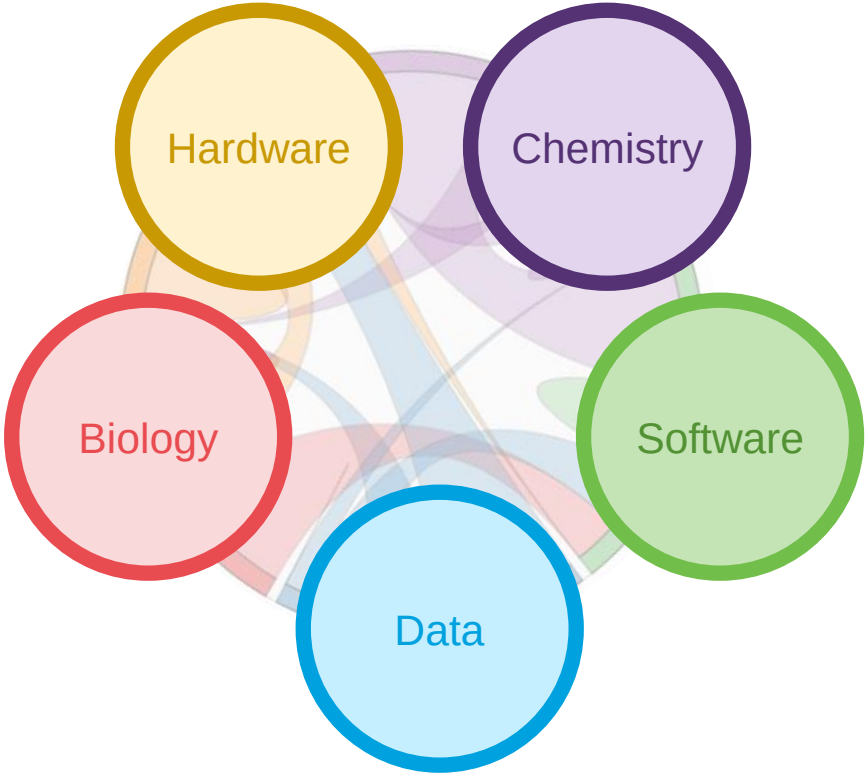
Major Discoveries Across Life Sciences



Deep Expertise Across Diverse Disciplines



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Complete Solutions

Instruments



Consumables



Software



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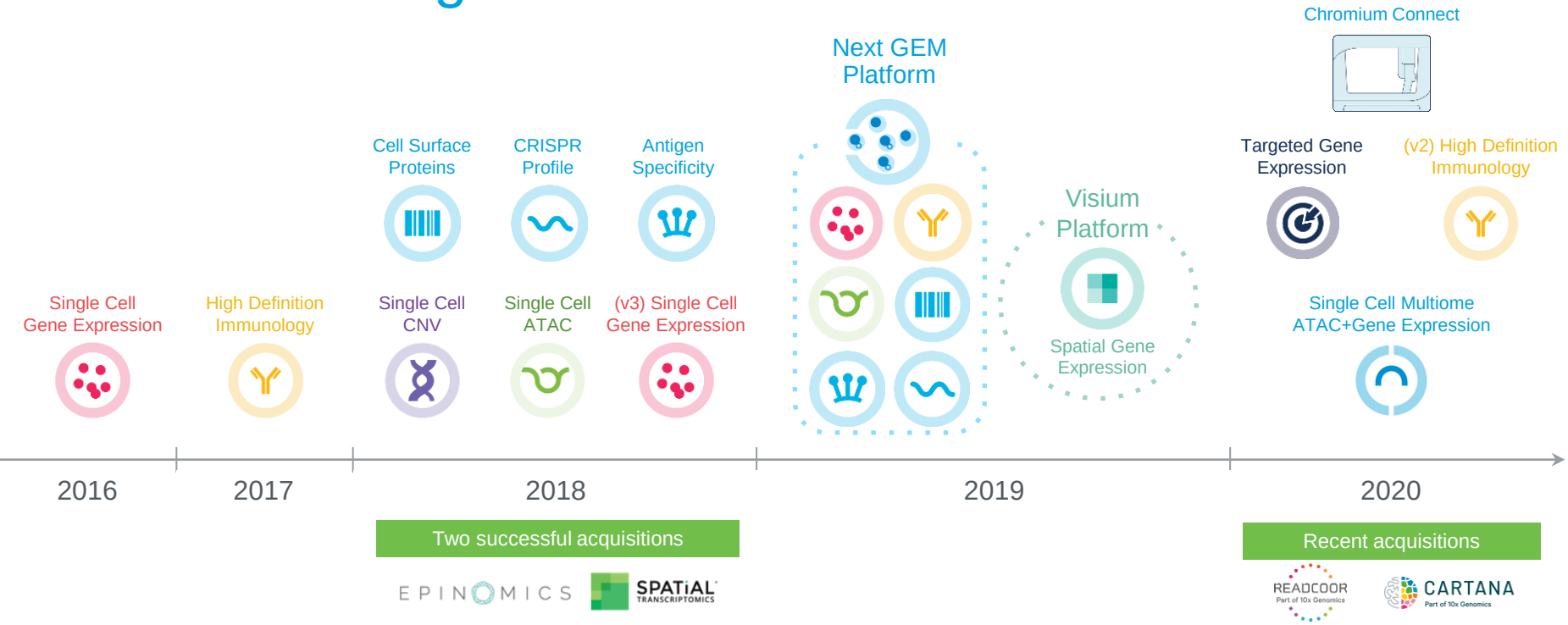
Innovation Engine



Note: Linked-read genome sequencing, launched in 2015, and Spatial Gene Expression with Immunofluorescence not depicted. Targeted Gene Expression currently available for Single Cell Gene Expression, Single Cell Immune Profiling and Spatial Gene Expression.

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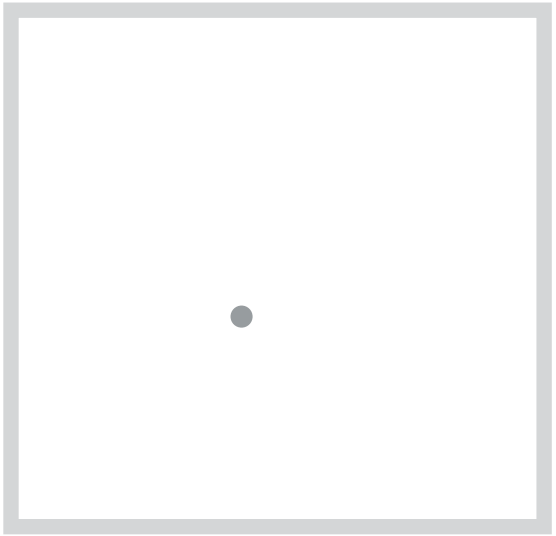
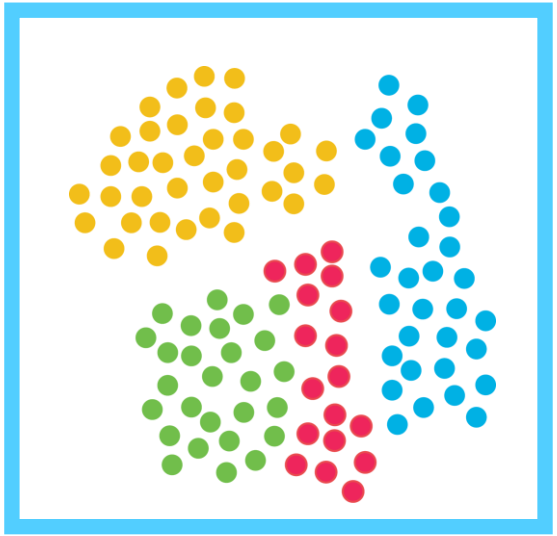
Product Platforms

Traditional Platforms



Bulk

Chromium



Single Cell

Visium



Spatial

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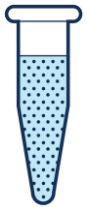
Chromium Platform: Millions of Parallel Reactions

Sample

Chromium Controller and consumables

Next generation sequencer

Analysis and visualization software







Fewer than 25% of customers own a DNA sequencer



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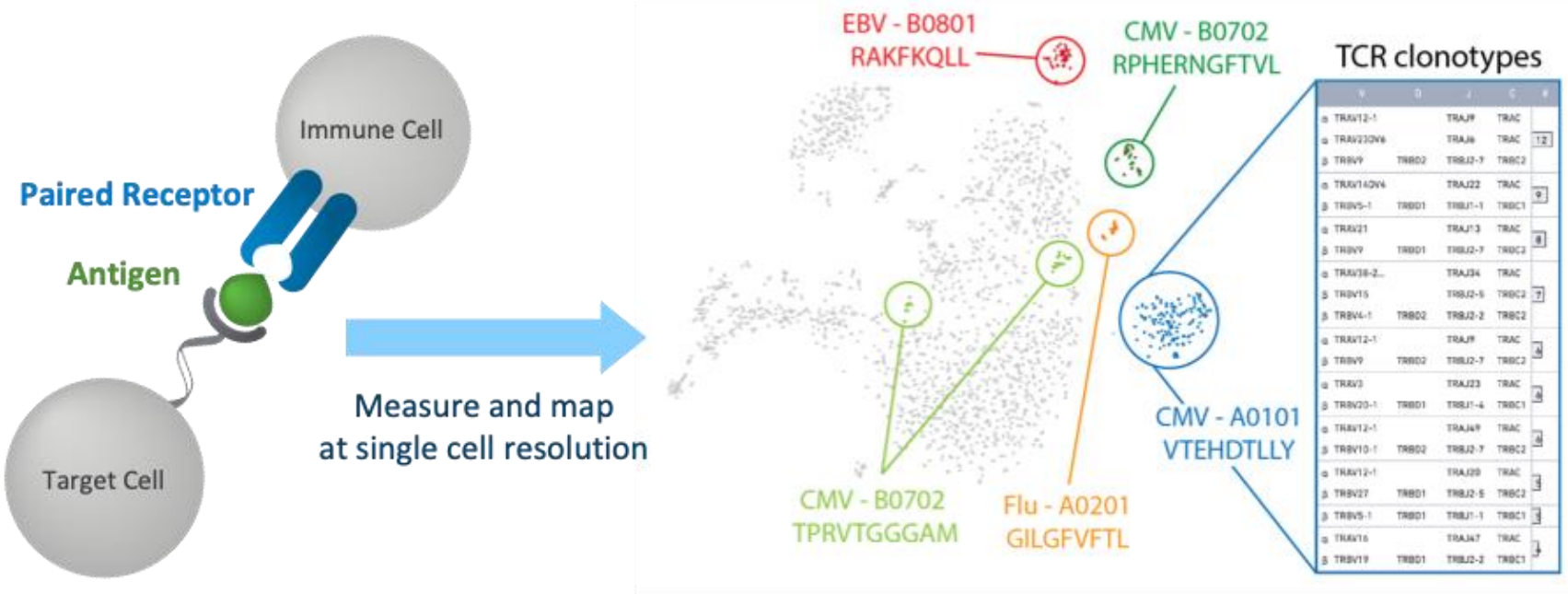
Mapping T-cell Receptors to Antigens



Visium Platform: Rich Spatial Characterization

Sample



Visium consumables

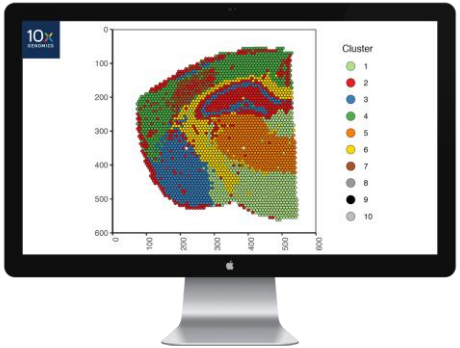


Next generation sequencer



Fewer than 25% of customers own a DNA sequencer

Analysis and visualization software



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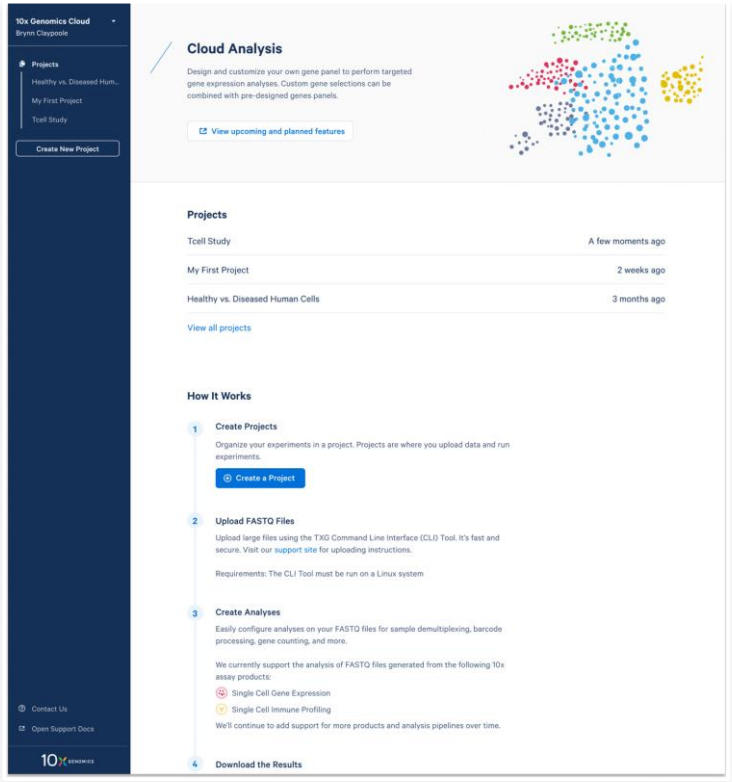
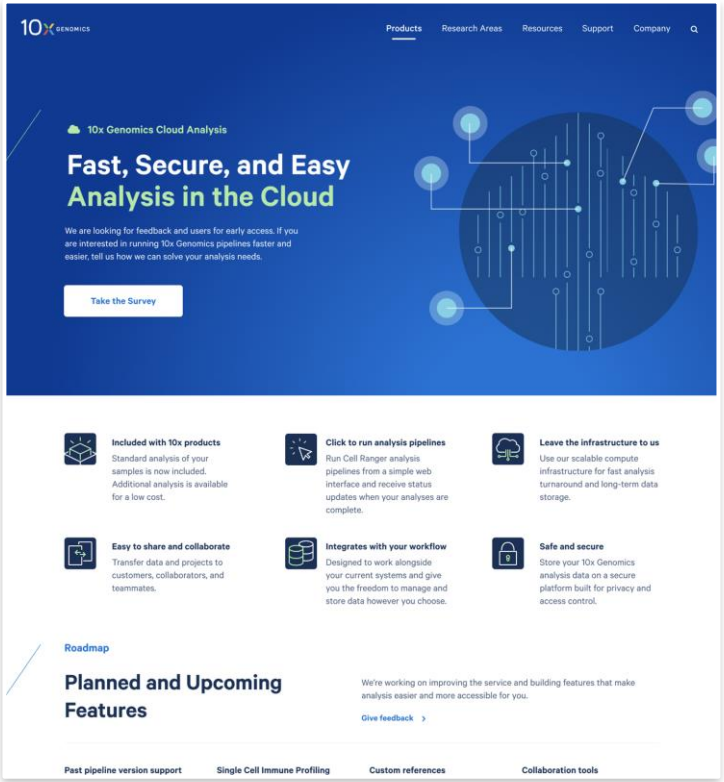
Software: 10x Cloud





Note: 10x Cloud currently available with limited access

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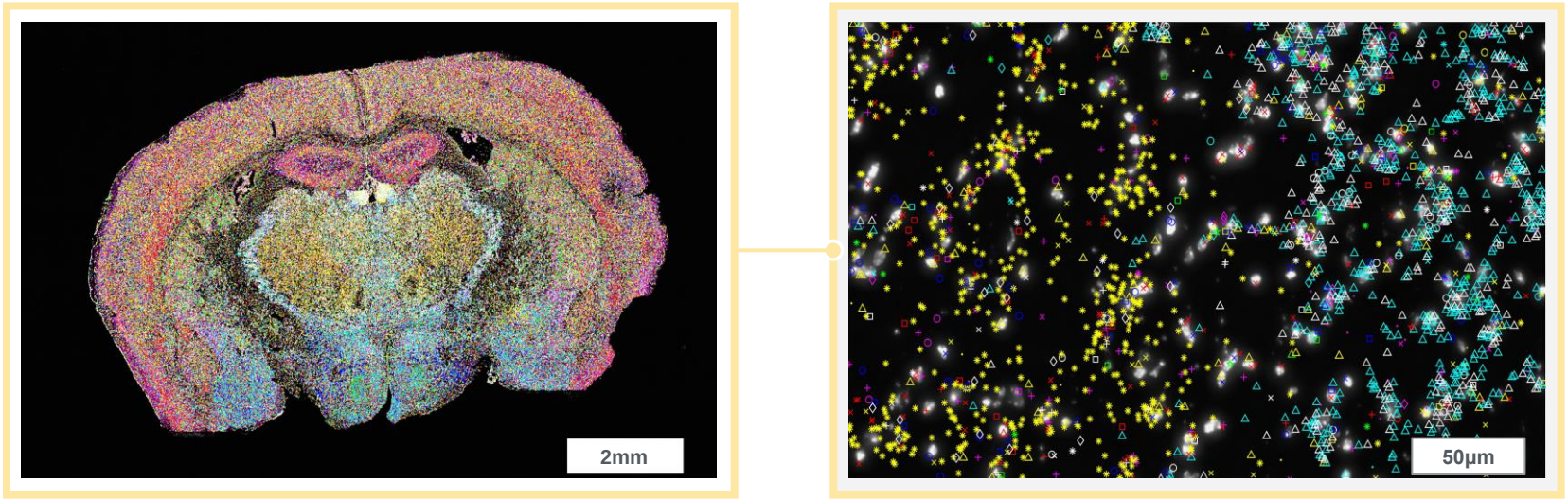
Third platform: In Situ Analysis

Measure and visualize molecules directly in tissue with subcellular resolution



Example of visualization of 120 genes identified in a mouse Fresh Frozen brain section (10µm thick). Each colored symbol represents a unique targeted RNA. Each panel at different zoom levels.

Note: In Situ platform not commercially available.

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Acquisitions of ReadCoor and CartaNA





Acquisitions of ReadCoor and Cartana lay the foundation for a third technology platform in the emerging In Situ field

Comprehensive and foundational IP	Key technological advances	Deep talent and expertise

Note: Acquisition of CartaNA completed on August 21, 2020. Acquisition of ReadCoor completed on October 13, 2020.

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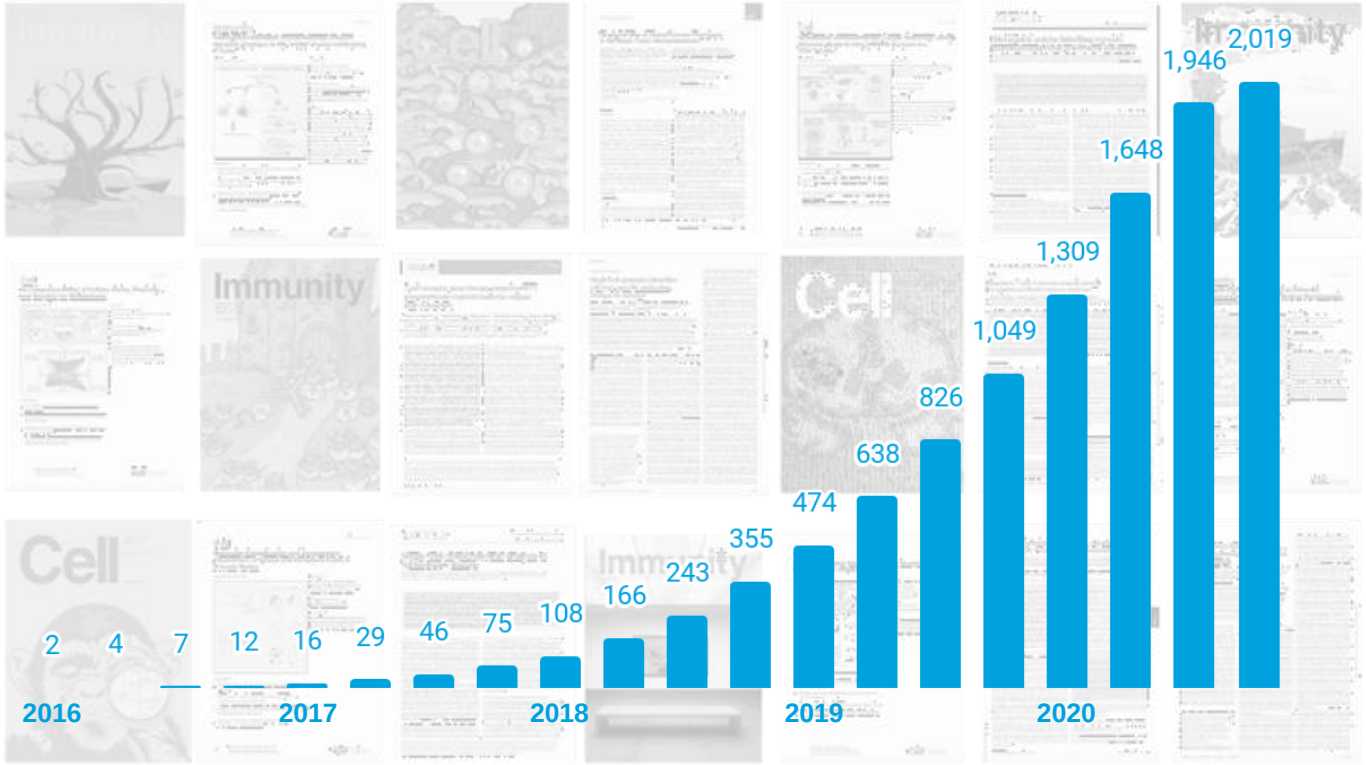
Rapid Growth in Publications Across Life Science



2,000+ publications

Note: Cumulative publications published based on data generated using our products. Represents cumulative publications per quarter. Data as of November 11, 2020.

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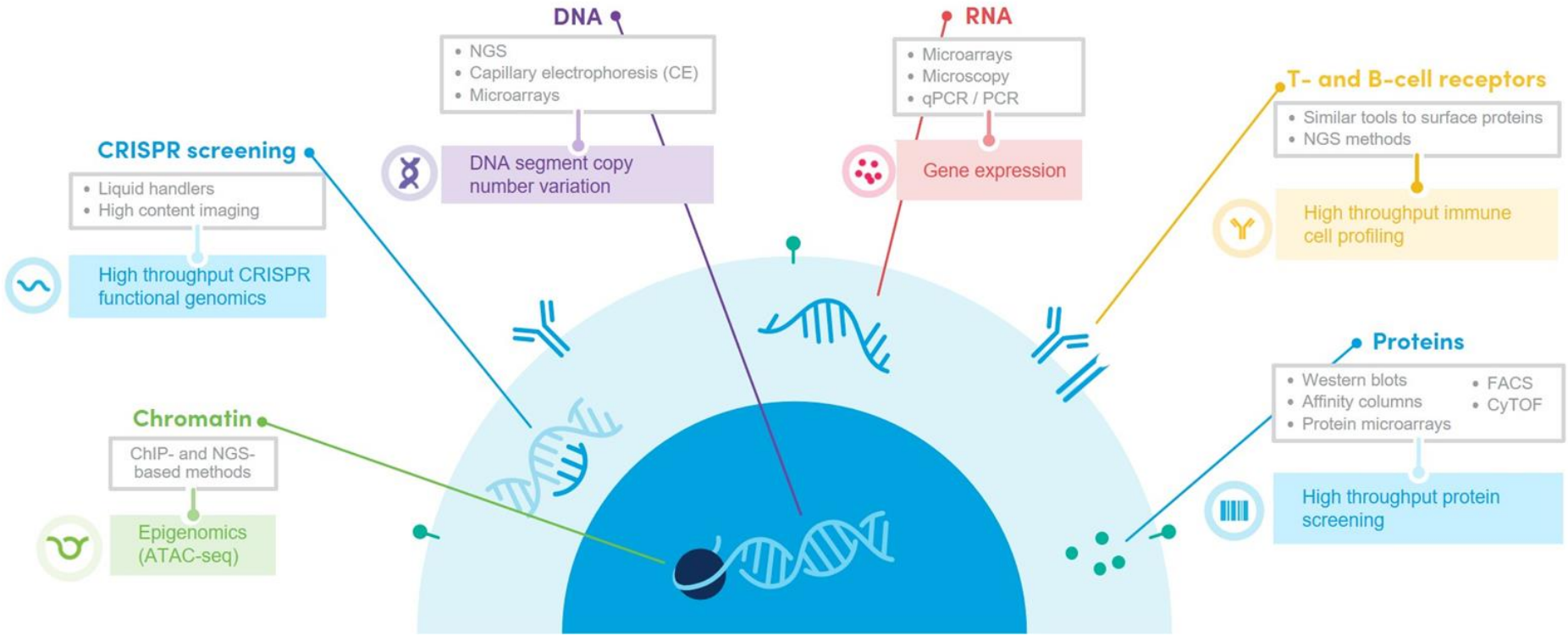
Replacing the Legacy Toolkit Across Biology



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Underpenetrated Market: Real-Time PCR Comparison

~50,000
Real-Time PCR Units Globally



1,993
Chromium Instruments



Large market opportunity

Note: 10x estimates for RT-PCR data are based on market research. Chromium instruments sold are as of June 30, 2020.

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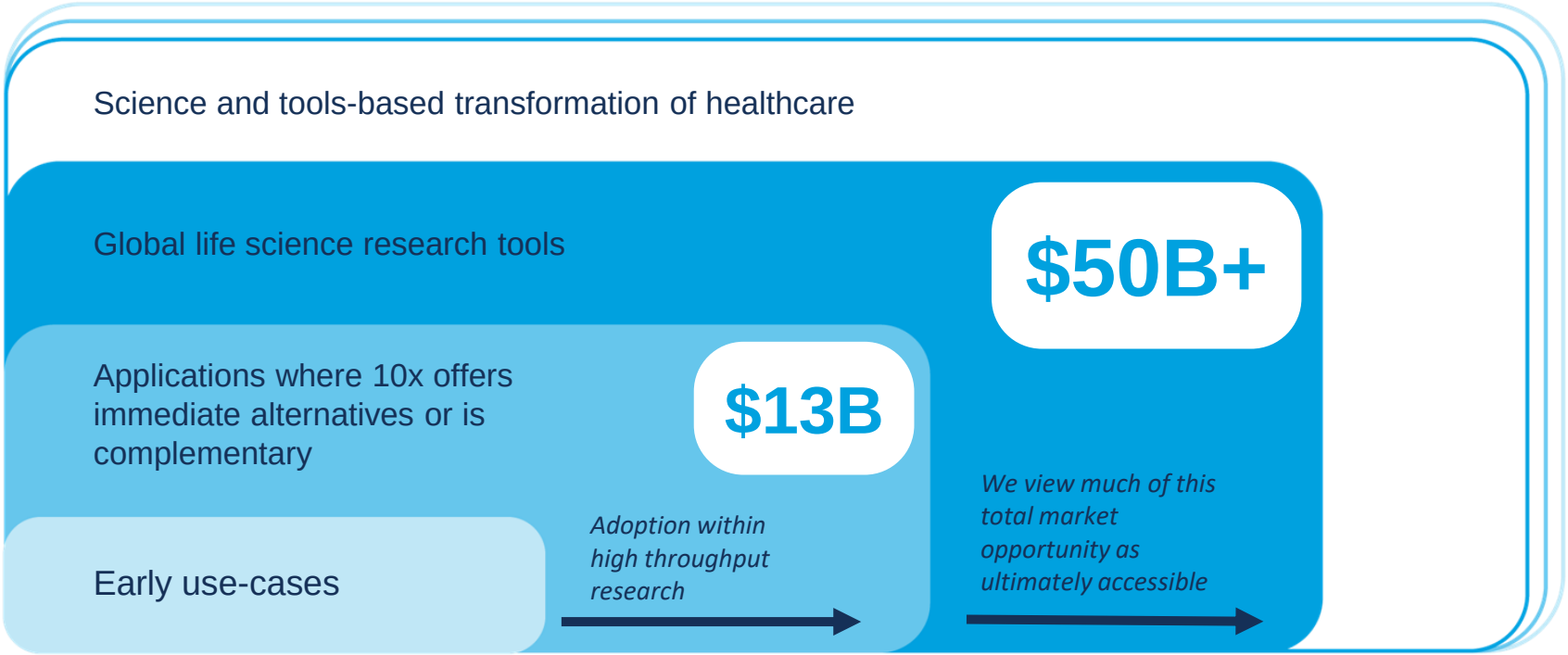
Creating New Markets Across Life Science Research



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.

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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

1,993 instruments sold as of June 30, 2020

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

2,000+ 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" who add to pull-through and become future owners

Note: Customer concentration, number of support scientists, non-US revenue information and instruments sold as of June 30, 2020. Publications as of November 11, 2020. Percentage of customers using multiple solutions and average annual pull-through per instrument as of December 31, 2019.

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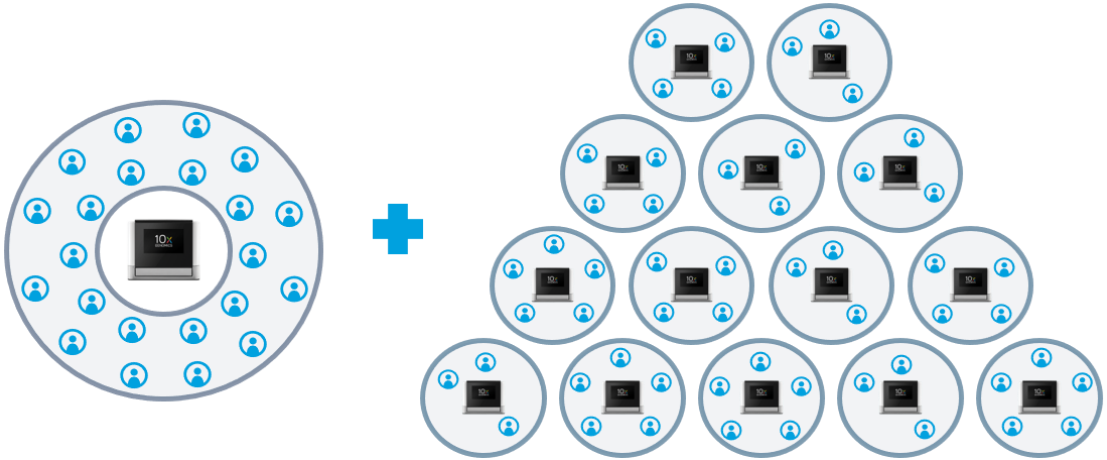
Chromium Use Case: University of Pittsburgh

- 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

Note: University of Pittsburgh placements as of June 30, 2020

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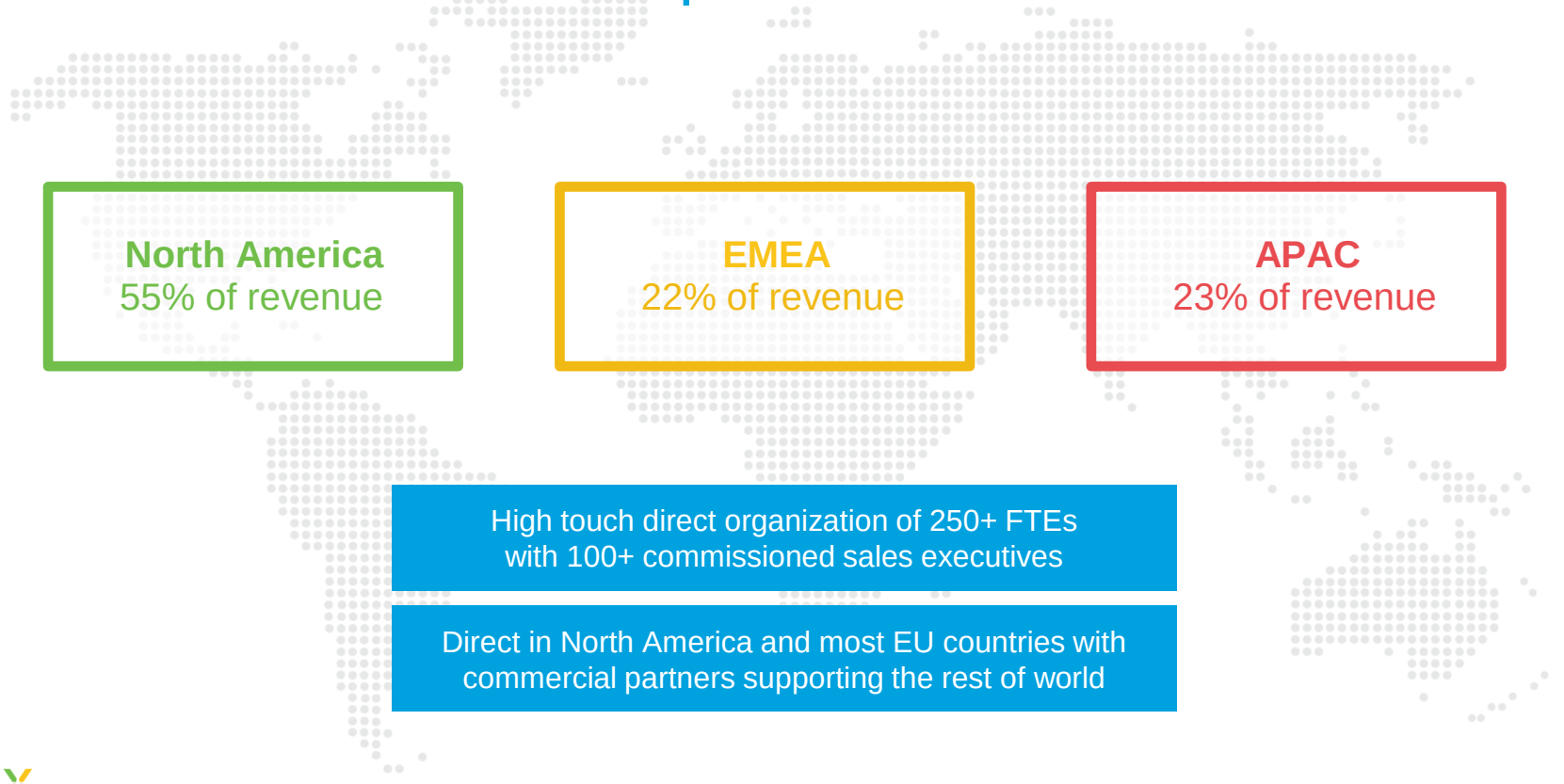
Global Commercial Footprint



Note: Revenue by geography for the nine months ended September 30, 2020 and commercial organization and sales executive numbers as of September 30, 2020

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950+ Patents Issued or Filed

Key Platforms Technologies



Chromium Single Cell

Partitioning techniques
Barcoding assays
Instrumentation and software



Visium Spatial

Array designs and fabrication
Spatial barcoding
Sample preparation



In Situ Analysis

Detection chemistries
Gel matrix and clearing
Instrumentation and software

Key Application Areas



Gene Expression

Unbiased and targeted
Cell multiplexing



Immunology

TCR mapping
MHC library



DNA

Copy Number Variation
Long Range Sequencing



Epigenomics

Chromatin accessibility ATAC-seq
Methylation



Multi-omics

Proteins
Metabolics
Antibody and MHC tagging

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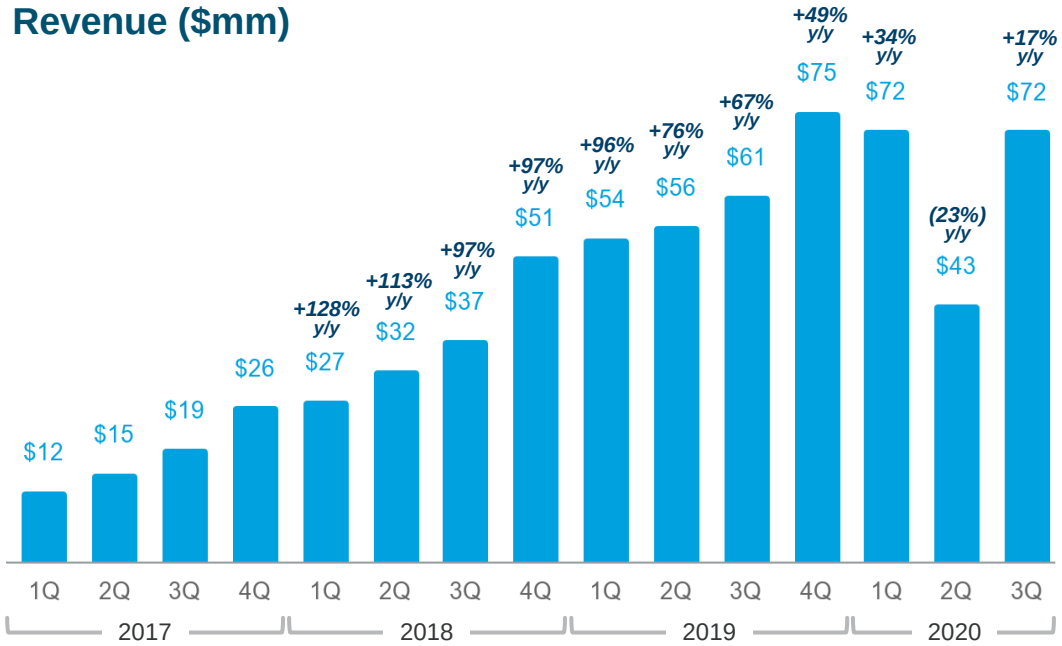
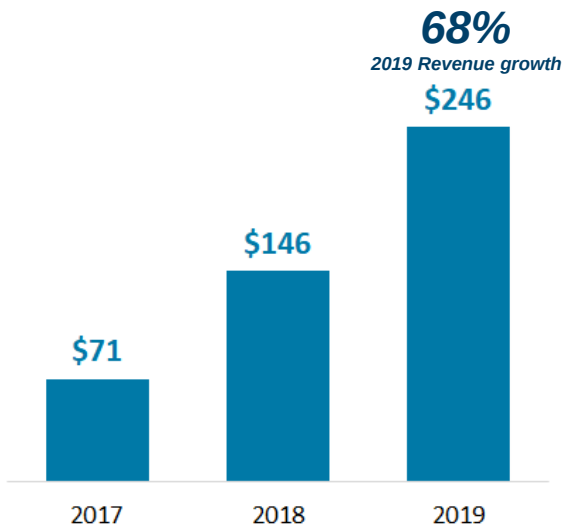
Exceptional Financial Profile

Revenue ($mm)





$158k
Instrument pull-through

79%
Gross margin

~84%
Revenue from consumables

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 nine months ended September 30, 2020.

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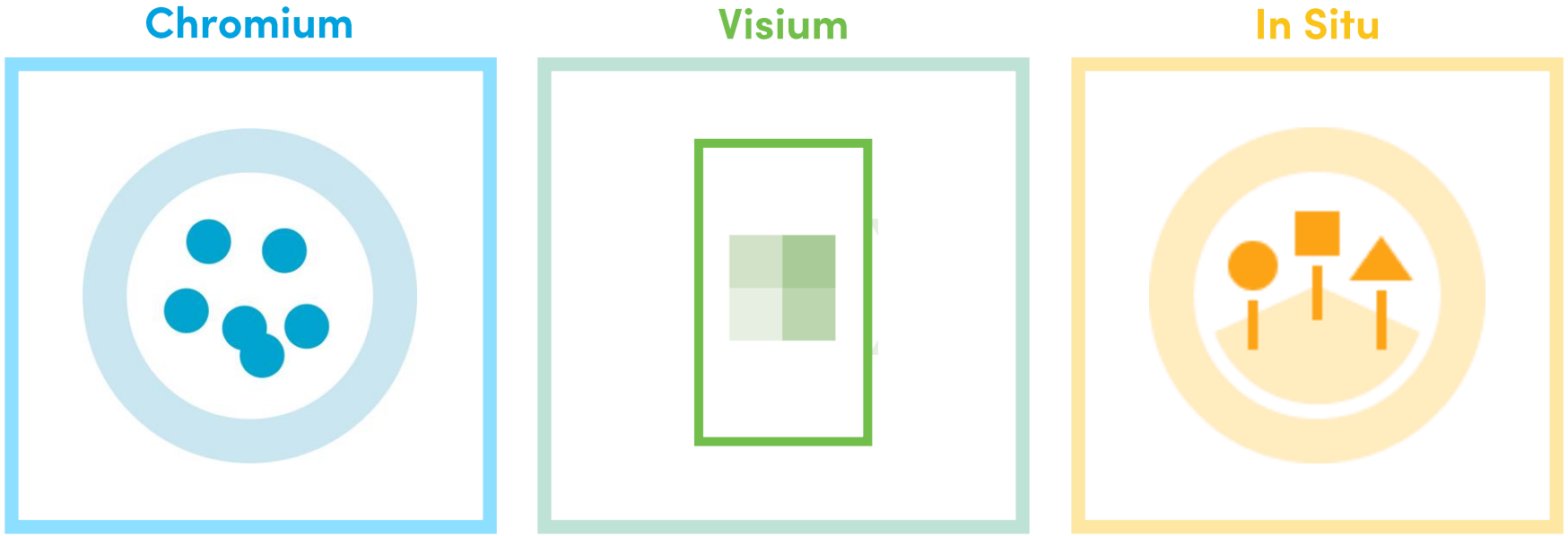
Toward a Comprehensive View of Biology



Note: In Situ platform not commercially available.

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Appendix

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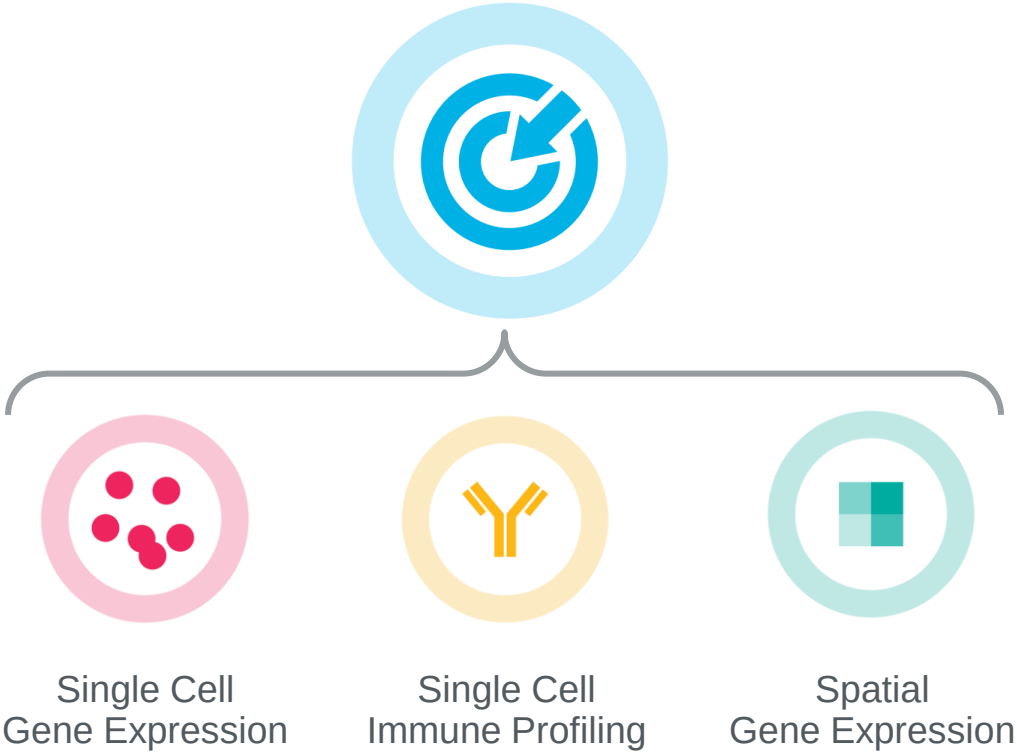
Targeted Gene Expression



- More flexibility
- More scale
- More applications

Note: Targeted single cell gene expression and immune profiling launched in May 2020. Targeted spatial gene expression launched in October 2020.

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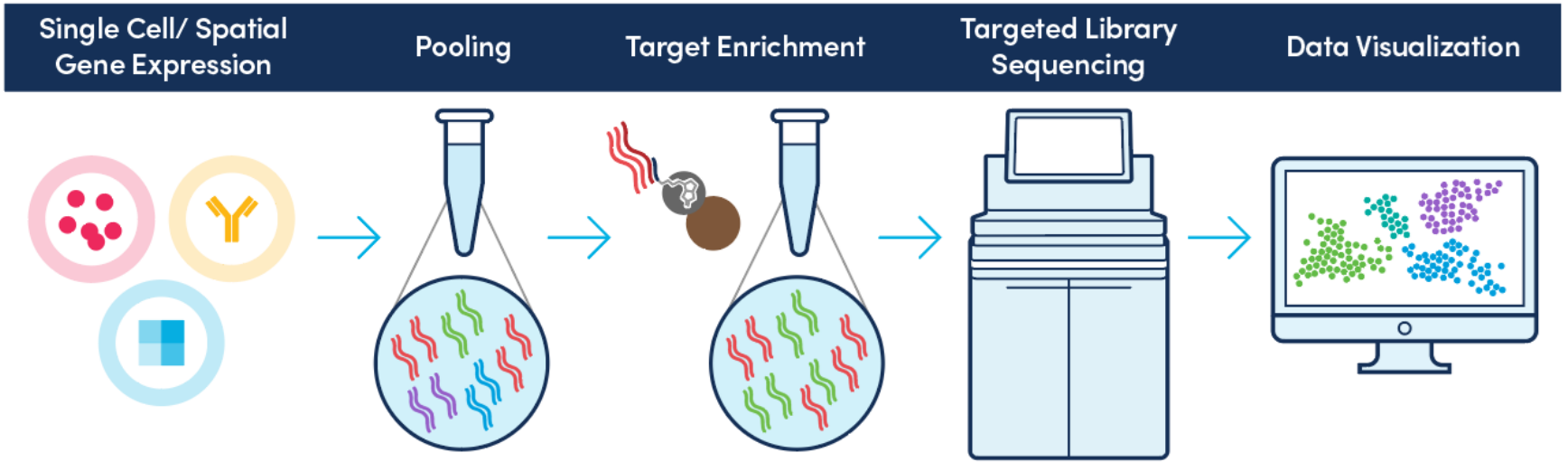
Targeted Gene Expression, Built the 10x Way

Hybrid capture enrichment for versatile, sensitive, customizable targeting



Note: Targeted single cell gene expression and immune profiling launched in May 2020. Targeted spatial gene expression launched in October 2020.

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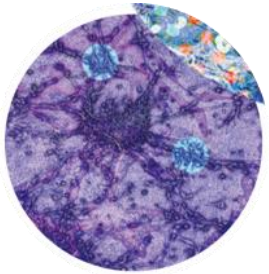
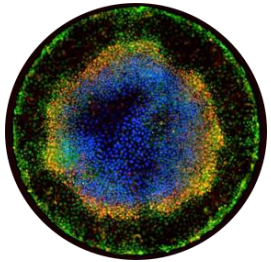
Ready-to-use 10x Genomics Content Offering

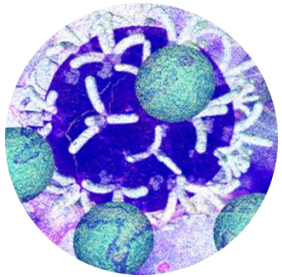
Fixed gene panels with comprehensive content



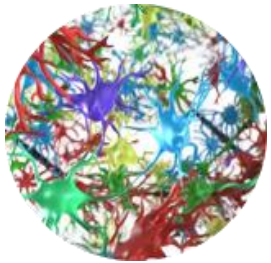
Human Pan-Cancer
~1250 genes



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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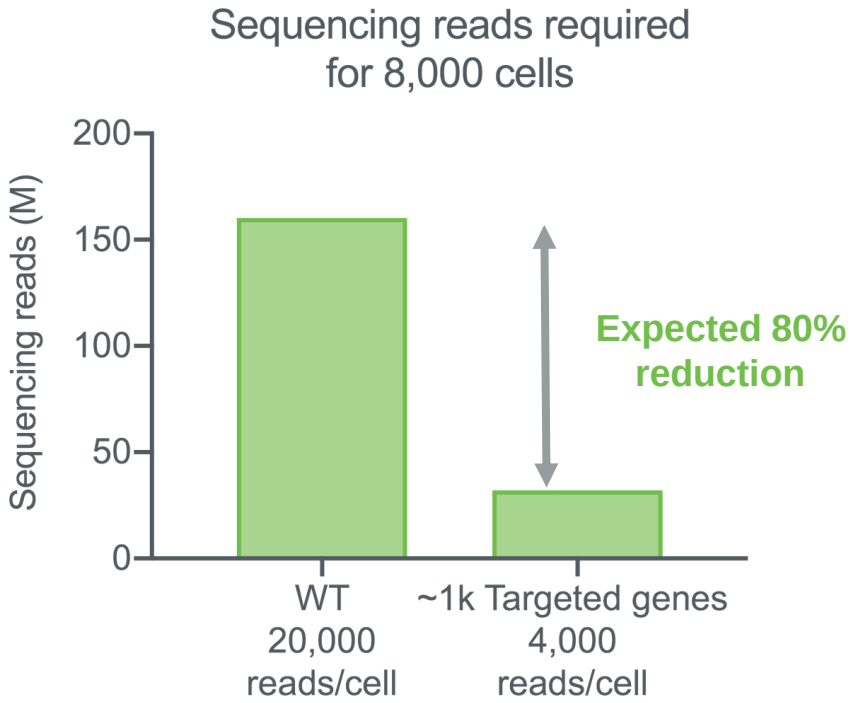
From Discovery to Focused Transcriptomics

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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Chromium Single-cell Multiome 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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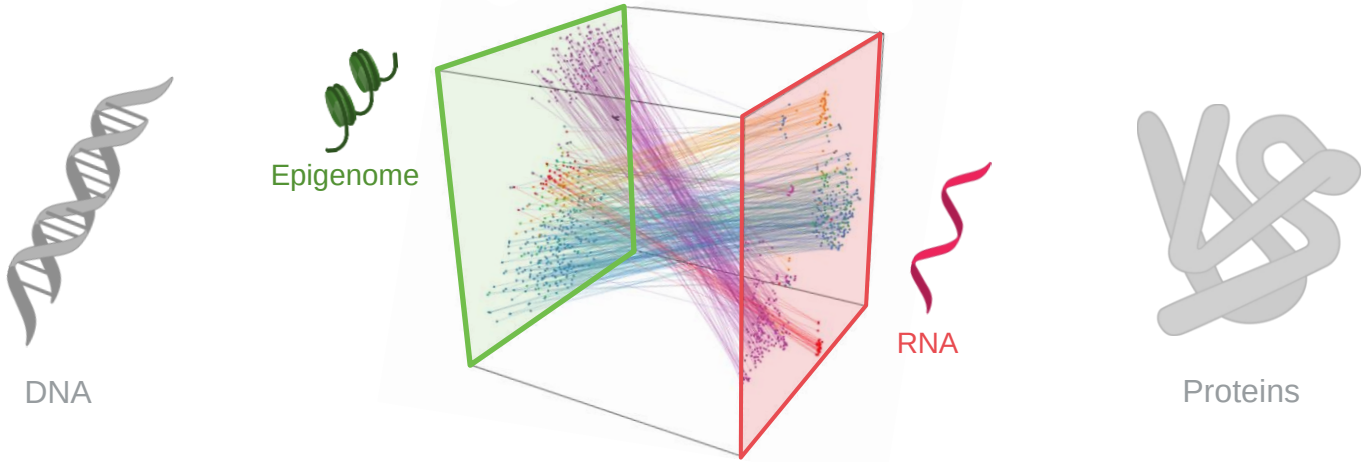
Unlocking Rules of Epigenetic Programming



Blueprint → Program → Output → Results

Directly linking the program and output from the same cell

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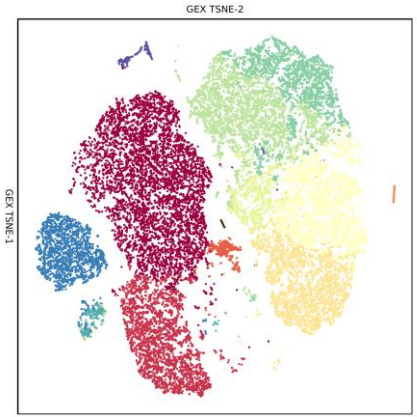
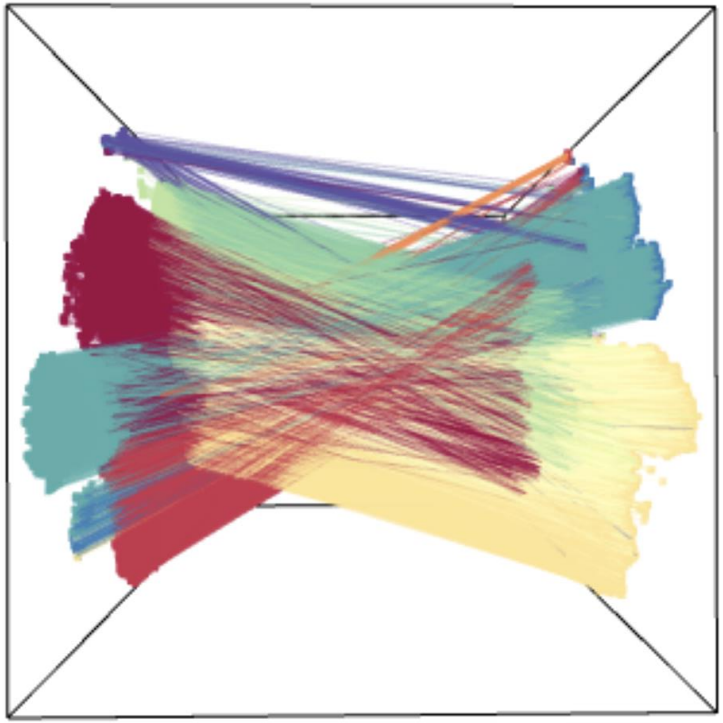
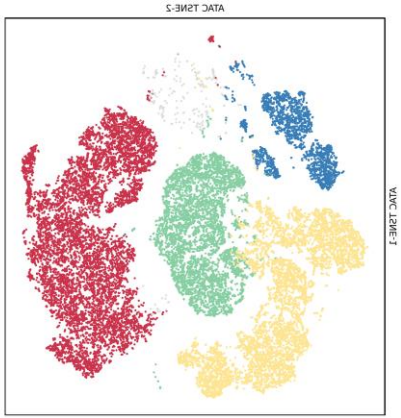
High Concordance Between the Two Read-Outs



GEX





ATAC

24,000 PBMCs

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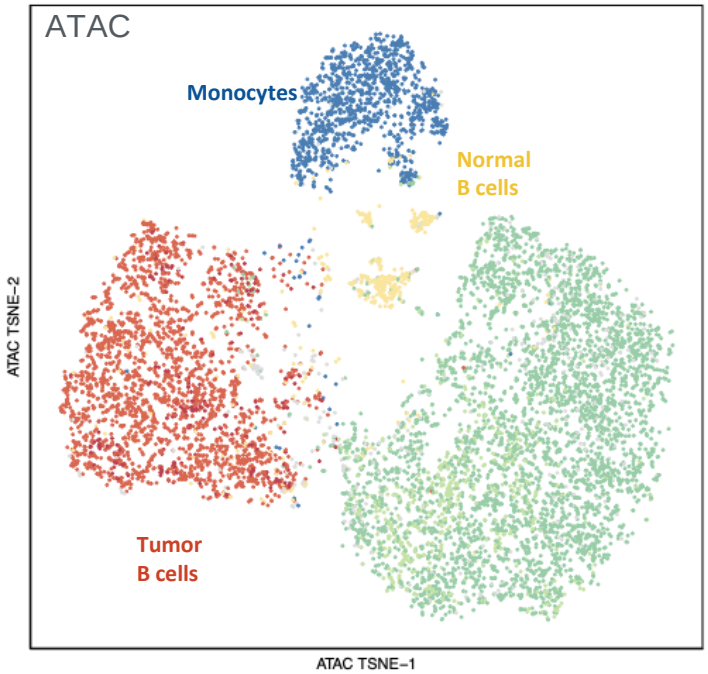
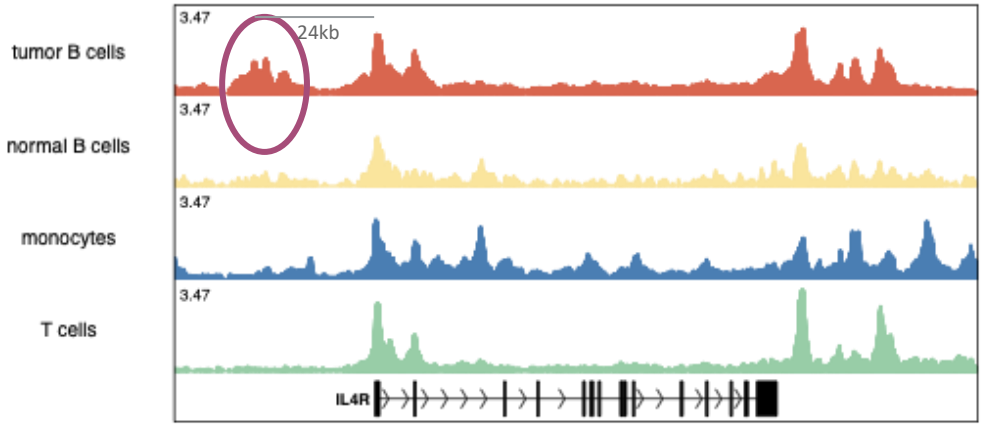
Dive Deep Where It Matters

Discover novel disease-specific open chromatin regions





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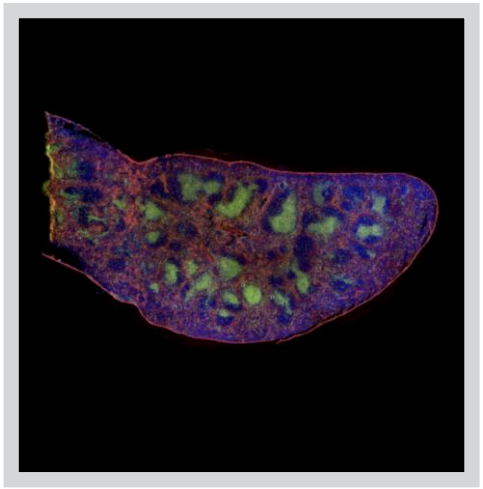
Visium: Immunohistochemistry with Gene Expression

Immunohistochemistry (IHC)



CD3 CD29 DAPI

+

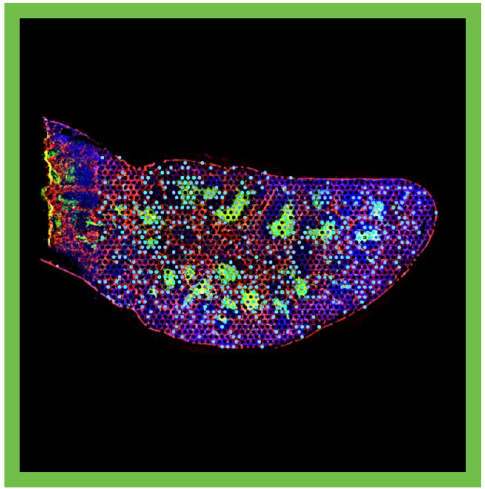
Visium Gene Expression



CD3 RNA Selected from a transcriptome

=

IHC + Visium Gene Expression



Merged

Note: Visium spatial gene expression with Immunofluorescence announced in June 2020.

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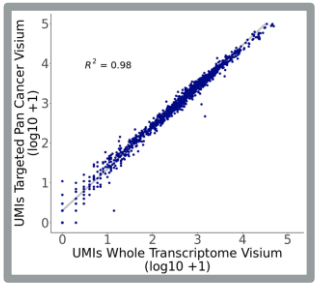
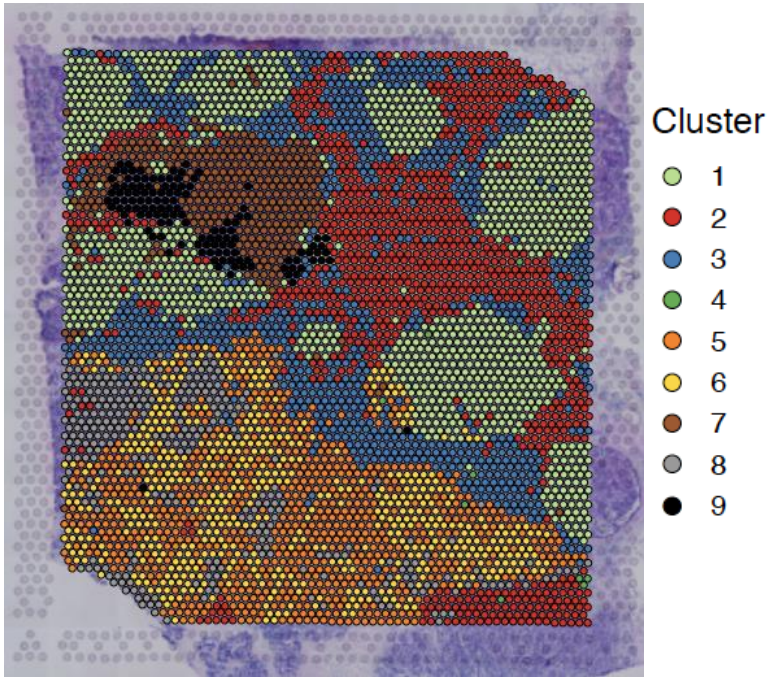
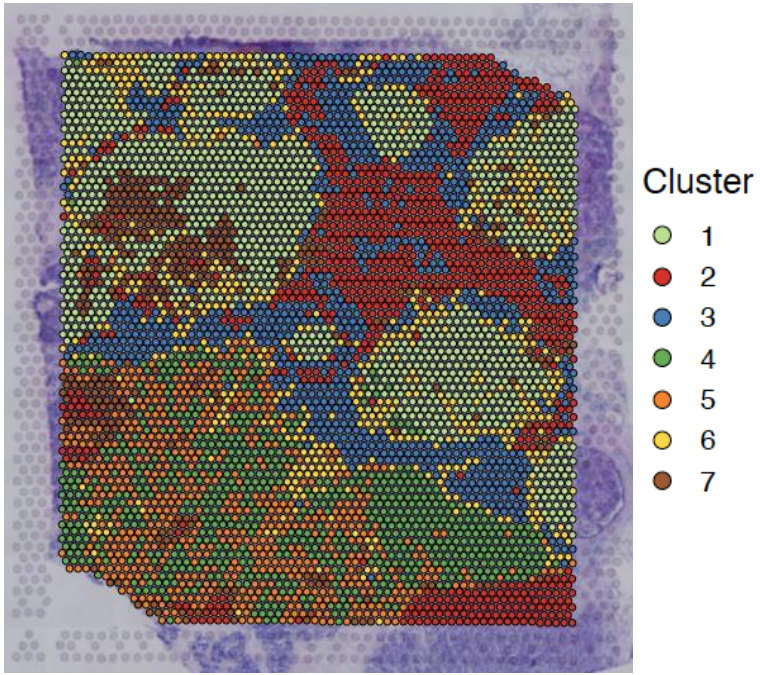
Visium: Targeted Gene Expression



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



Pan-Cancer Panel
Reads per spot: 10,000



Note: Targeted spatial gene expression expected launch date in Fall 2020.

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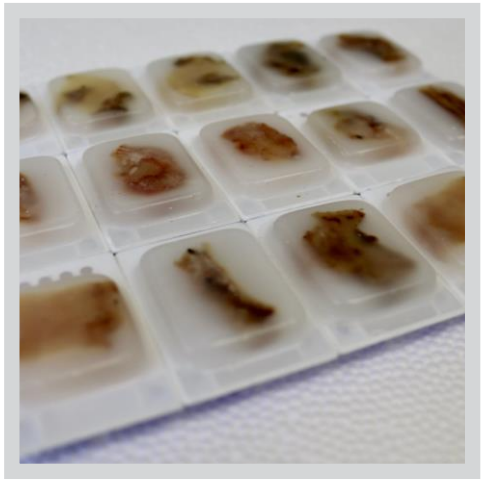
Visium: FFPE on Spatial Gene Expression

FFPE



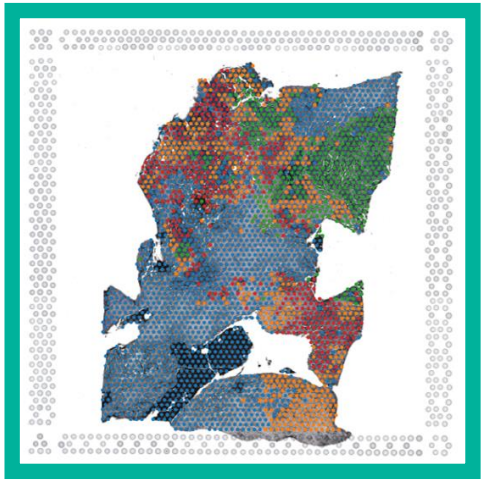
Standard tissue preservation

Recently fixed



Mouse brain

7-year archival



Breast cancer

Note: FFPE compatibility for Visium gene expression expected in 1H 2021.

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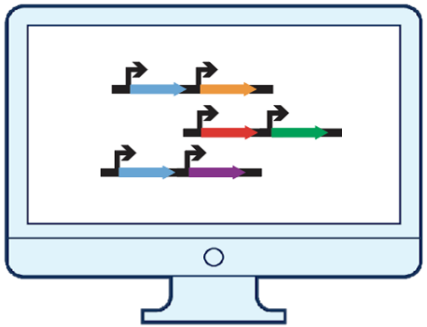
Cell Ranger 4.0 Supports Our New Products

Getting to better results faster



Targeted Gene Expression

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



Cell Ranger Enhancements

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

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