10x GENOMICS

Mastering Biology to Advance Human Health

2021 JP Morgan Healthcare Conference

Serge Saxonov
CEO, Co-Founder

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, but the absence of these words does not mean that a statement is not forward-looking. 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 provide any assurance that these expectations will prove to be correct nor can we 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:

- impacts of the global COVID-19 pandemic;
- our involvement in litigation or adverse developments in litigation;
- our inability to effectively manage product transitions or accurately forecast customer demand;
- changes in research and development spending by academic institutions;
- our inability to generate sufficient revenue to achieve and maintain profitability;
- 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;
- our inability to increase penetration in our existing markets;
- our inability to accurately estimate the total market addressable by our products or to penetrate new 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; and
- our existing and new products failure to achieve and sustain sufficient scientific acceptance.

The forward-looking statements in this presentation are made only as of the date hereof. Our forward-looking statements do not reflect the potential impact of any future acquisitions, mergers, dispositions, joint ventures or investments we may make. Further, as the COVID-19 pandemic is unprecedented and continuously evolving, our forward-looking statements may not accurately or fully reflect the potential impact that the COVID-19 pandemic may have on our business, financial condition, results of operations and cash flows. 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 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 Genomics Today

2,400+ Installed instruments

$150K+ Consumable pull-through

1,000 Patents and applications

2,000+ Publications

Note: Installed instruments and publications as of December 31, 2020. Consumable pull-through before Covid-19 impact. Consumable pull-through totaled $148,000, $158,000, $53,000 for the periods ended December 31, 2018, December 31, 2019 and June 30, 2020, respectively. Patents and patent applications as of January 8, 2020.

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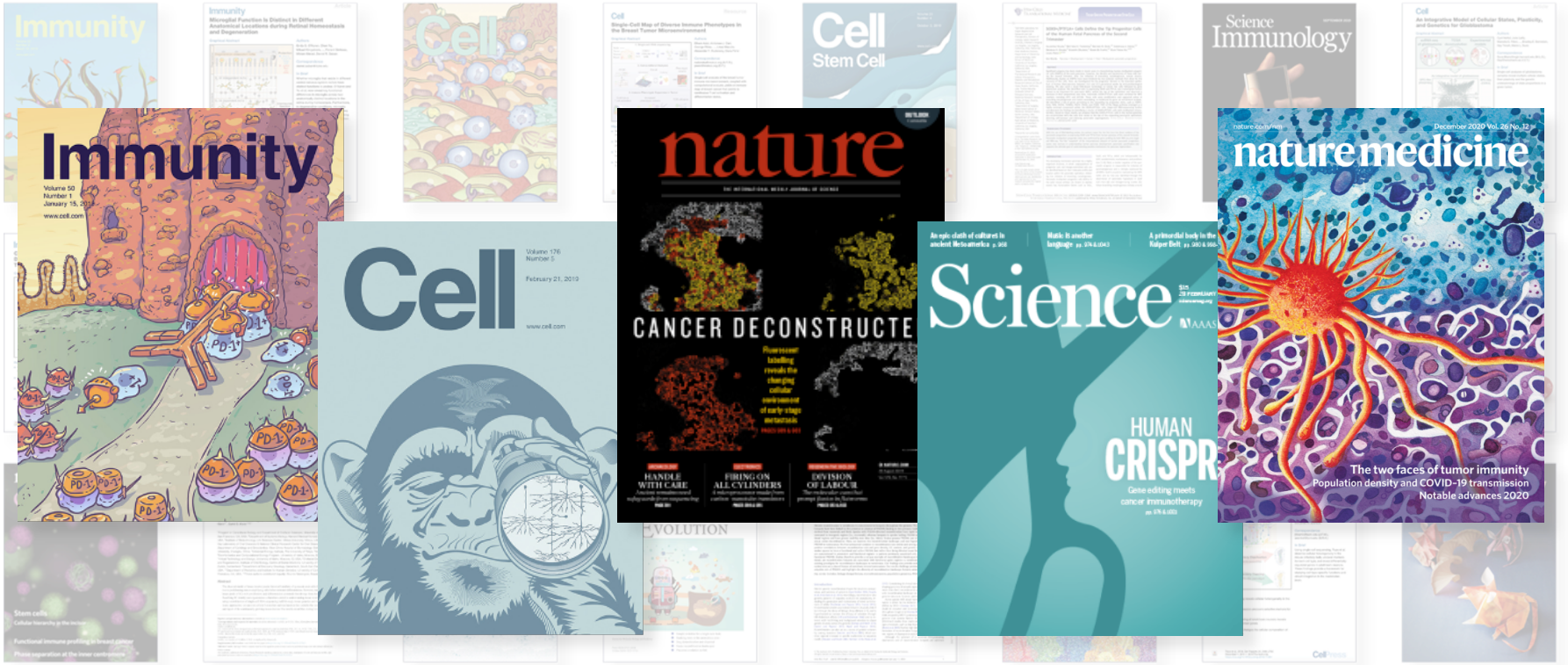
Major Discoveries Across Life Sciences



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New Products Shipped in 2020

Chromium Connect



Chromium Targeted Gene Expression



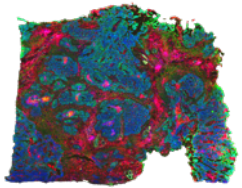
Chromium Immune Profiling V2



Chromium Multiome ATAC + Gene Expression



Visium Gene Expression with Immunofluorescence



Cell Ranger 5.0 Loupe Browser 5.0



Visium Targeted Gene Expression



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Foundation for a Third Platform: In Situ Analysis







110+ Enabling Patents

Key Technological Advances

Talent and Expertise

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

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10x Genomics Global Presence

~50%
Sales outside the US

98/100
Top research institutions

19/20
Top global pharmaceutical companies

Broad Adoption
No direct customer >5% revenue



275+ Commercial Employees
75+ Support Scientists

Note: Customer concentration and non-US revenue as of September 30, 2020. Commercial employees and support scientists as of December 31, 2020.

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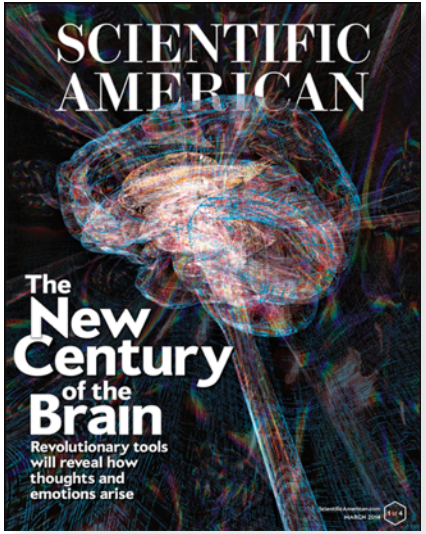
Century of Biology









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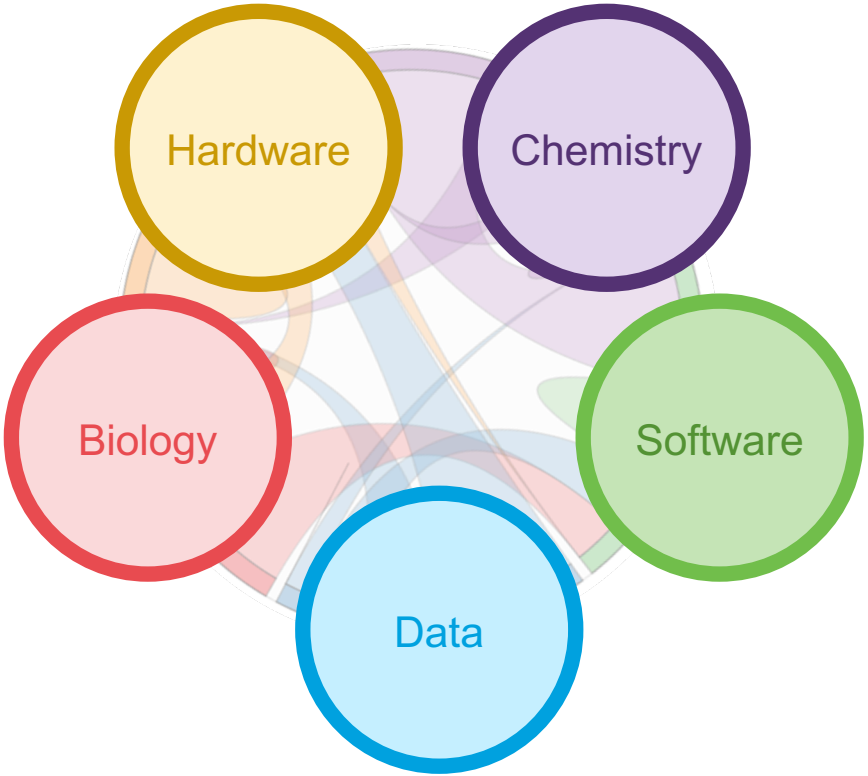
Deep Expertise Across Diverse Disciplines



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Complete Solutions

Instruments



Consumables



Software



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All Tissues are Heterogeneous and Complex



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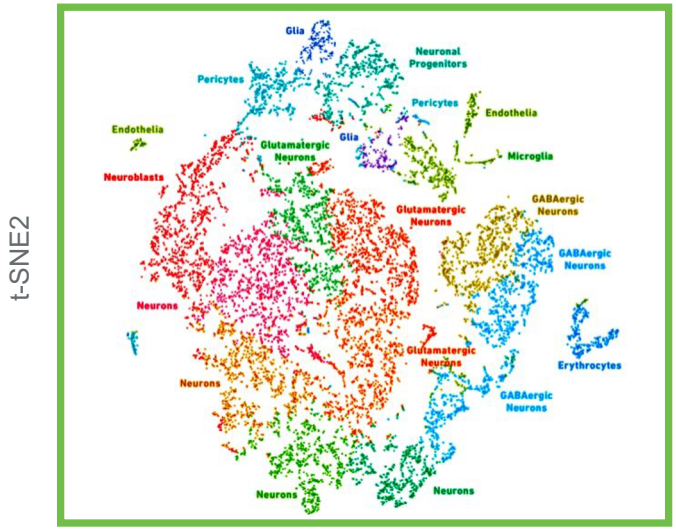
Gene Expression at the Right Resolution and Scale

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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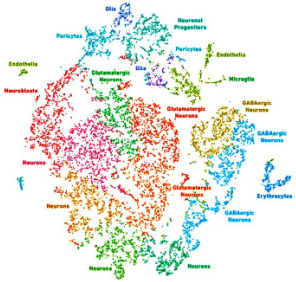
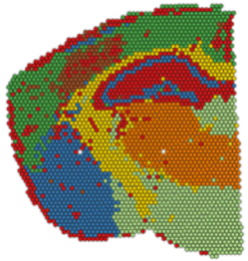
Three Product Platforms

Chromium Single Cell



Visium Spatial



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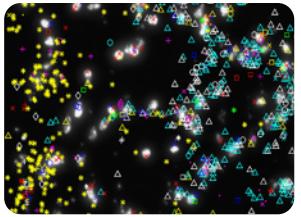

Discovery

Translational

Clinical

NGS

Integrated Microscopy

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Replacing the Legacy Toolkit Across Biology

RNA

Gene expression

- Microarrays
- qPCR / PCR
- Bulk RNA-Seq
- ISH

CRISPR Screening

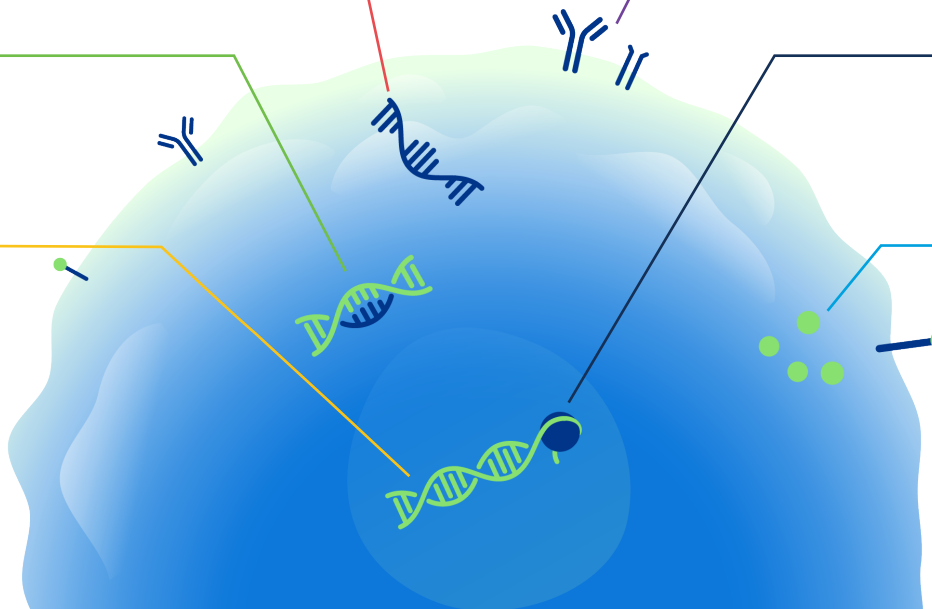
CRISPR functional genomics

- Liquid handlers
- High content imaging

DNA

Segment copy number variation

- NGS
- Capillary electrophoresis (CE)
- Microarrays



T- and B-Cell Receptors

Immune cell profiling

- Flow cytometry
- NGS methods

Chromatin

Epigenomics

- ChIP and NGS-based methods

Proteins

Protein expression

- Western blots
- Affinity columns
- Protein microarrays
- Highly Multiplexed Imaging
- Microscopy
- FACS
- CyTOF
- IHC/IF

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Growing Opportunity in Life Science Research

Science and tools-based transformation of healthcare

Global life science research tools

$60B

$15B

Applications where 10x Genomics offers immediate alternatives or is complementary



Note: Approximately $15 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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Expanding Opportunities Beyond Research Tools

Science and tools-based transformation of healthcare



Note: Approximately $15 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. Clinical market opportunity per 10x Genomics management assumptions.

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Chromium Single Cell Platform



TheScientist TOP 10 INNOVATIONS

2020 Single Cell Multiome, Total Seq C
2019 Single Cell ATAC
2018 Single Cell Immune Profiling
2017 Single Cell Gene Expression
2015 Gemcode



2018
Single Cell Genomics



2019
Single Cell
Multimodal Omics

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New Products for Broader Single Cell Adoption

Address Affordability Challenges

Solve Sample Preparation Bottlenecks

Enable Easier Informatics

Deliver New Capabilities

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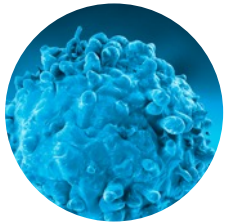
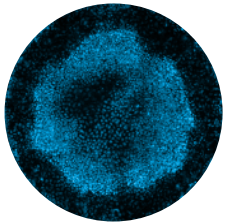
Gene Expression Targeting

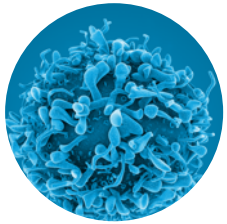
Fixed gene panels with comprehensive content



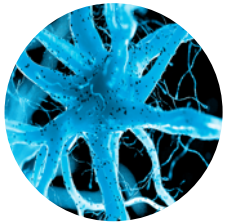
Human Pan-Cancer



Human Gene Signature

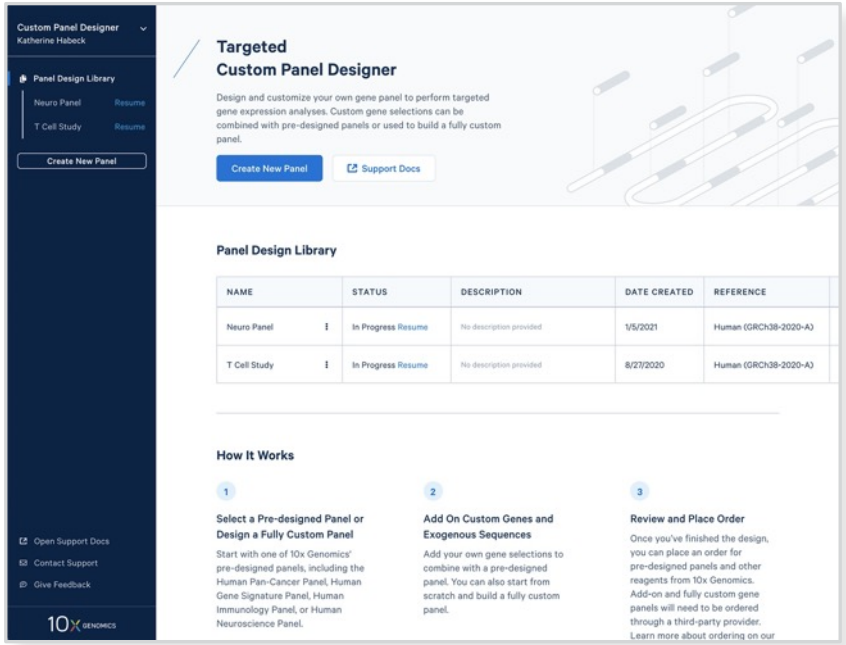


Human Immunology



Human Neuroscience

Targeted Custom Panel Designer



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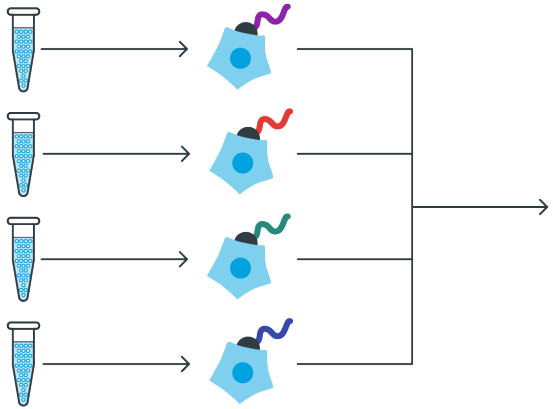
Multiplexing Samples

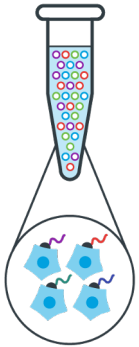
CellPlex Kit

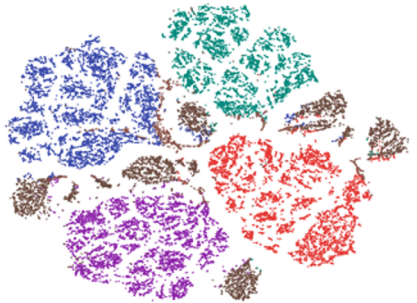
Coming Q1 2021

Labeling	Pooling	Analysis



Samples Labeling





Four Pooled Samples
on One Channel

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Enabling Pilot and Smaller Experiments

Low Throughput Kit

Coming 1H 2021



- Reduces startup cost for single experiment
- Enables proof of concept before scaling
- Interrogates up to 1,000 cells/sample

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Unlocking More Samples for Single Cell

Fixed RNA Profiling Kit

Coming 2H 2021



- Allows fixation at the point of tissue collection
- Improves sample prep, collection and processing
- Unlocks large sample cohorts
- Offers whole transcriptome and targeting

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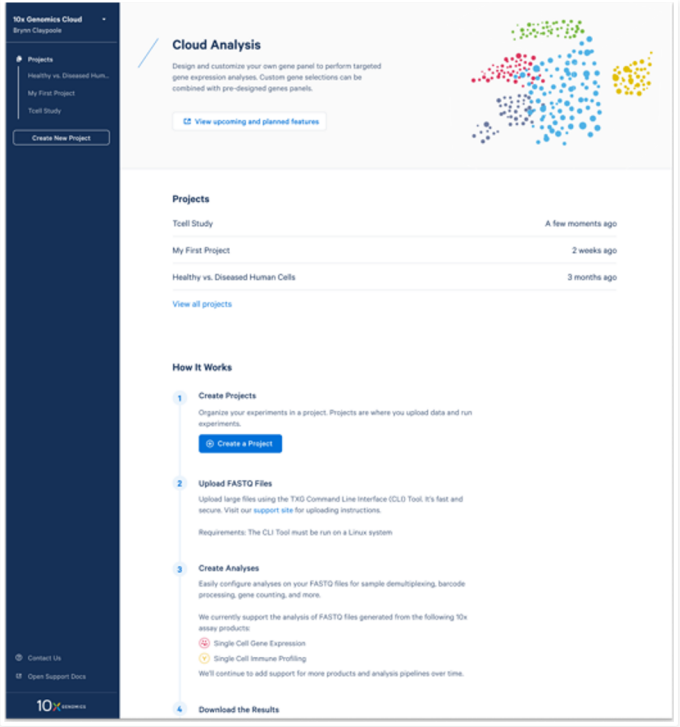
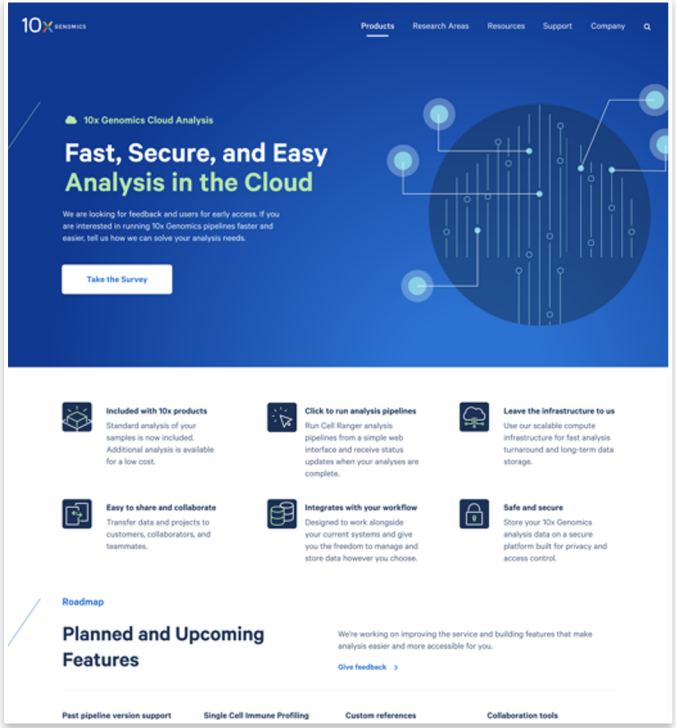
10x Cloud





Note: 10x Cloud currently available with limited access.

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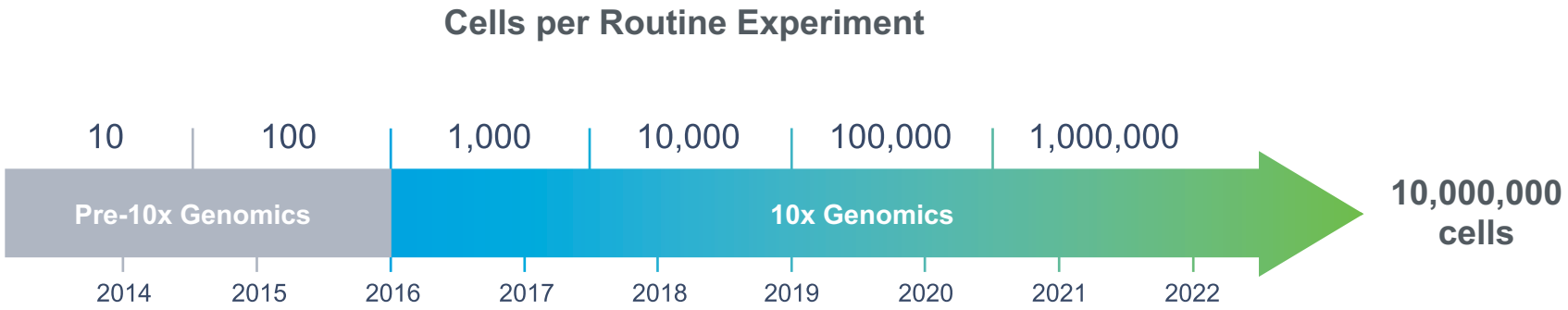
JPM 2020: Making 1M Cell Experiments Routine



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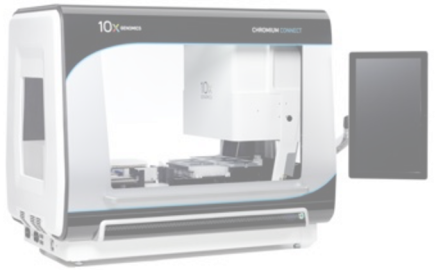
New High Throughput Instrument

Chromium X

Coming 2H 2021







Making 1 million cell experiments routine

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New Products for Broader Single Cell Adoption

Affordability	Sample Preparation	Informatics	Capabilities
Targeted GeX ↓ all-in cost up to 30% **CellPlex Kit** ↓ all-in cost by ~60% **Low Throughput Kit** ↓ startup cost by 60%+	**Fixed RNA Profiling Kit** Access to fixed samples	**10x Cloud** Software as a Service	**Chromium X** 1M cell experiments

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Note: Targeted GeX, CellPlex Kit, and Low Throughput Kit cost reductions based on comparisons to whole transcriptome analysis, individual library generation for each sample, and 10x's current on-market single cell kits, respectively.

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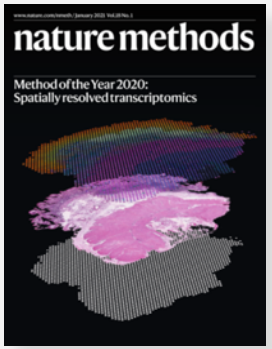
Visium Spatial Platform



TheScientist TOP 10 INNOVATIONS

2020
Visium Spatial Gene Expression



2020
Spatially Resolved Transcriptomics

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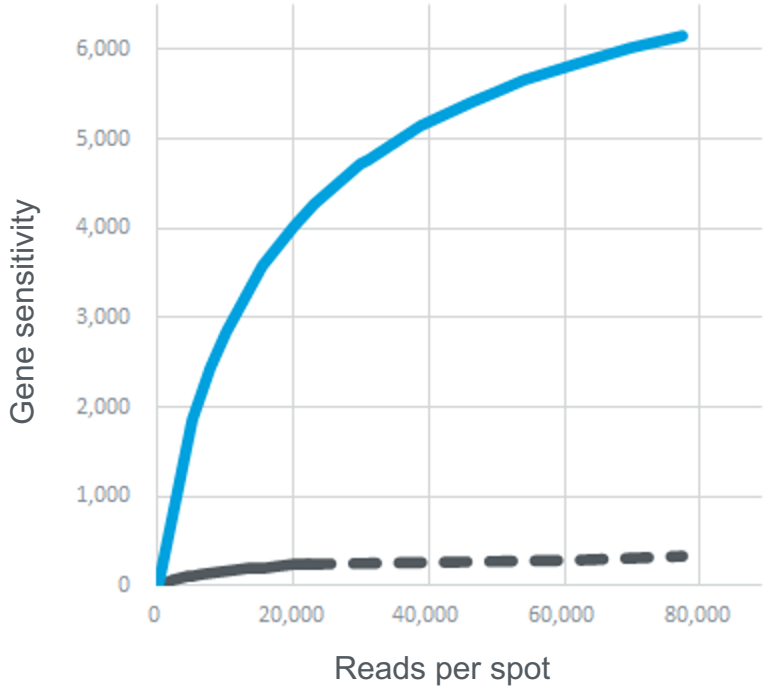
The Challenge of FFPE Samples

FFPE tissue preservation degrades RNA





Standard Visium Fresh Frozen

Standard Visium with FFPE

Note: Internally generated data using mouse brain tissue slices and 10x products. Dotted line represents extrapolated data. “FFPE” - Formalin-fixed paraffin-embedded.

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Enabling True Discovery on FFPE

Visium for FFPE

Coming Q2 2021



- High sensitivity
- Whole transcriptome
- Full coverage of tissue sample
- Simultaneous co-detection of proteins
- Non-polyA based chemistry

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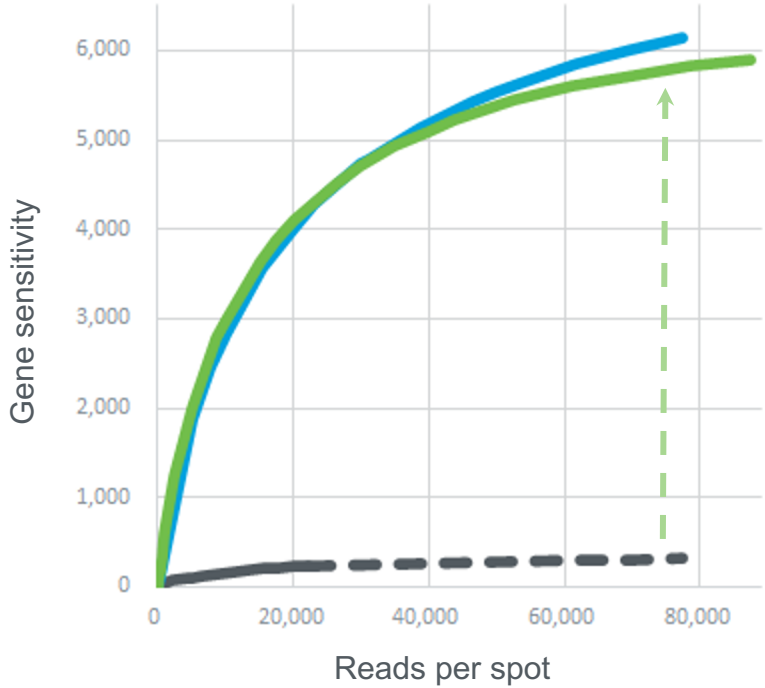
Solving the Challenge of FFPE

FFPE tissue preservation degrades RNA





Standard Visium Fresh Frozen

Visium for FFPE

Standard Visium with FFPE

Note: Internally generated data using mouse brain tissue slices and 10x commercial or in development products. Dotted line represents extrapolated data. “FFPE” - Formalin-fixed paraffin-embedded.

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Unlocking More Samples for Spatial

Visium CytAssist

Coming 1H 2022



Accessing archived and pre-mounted samples

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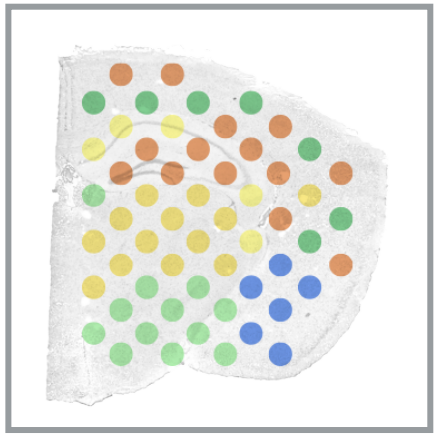
Visium at Single Cell Resolution

Visium HD

Coming 1H 2022

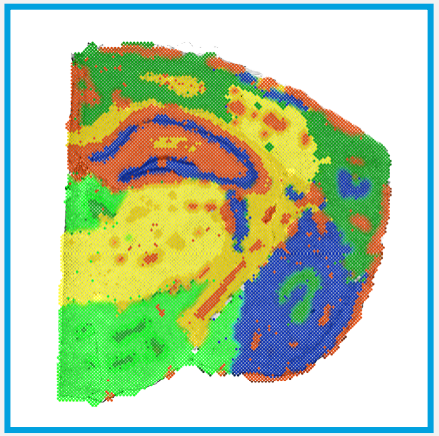


First Generation



Visium

Resolution 4x



Visium HD

Resolution 1,500x

Note: Resolution defined as number of spots per unit area.

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February 24th



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