Accelerating the Mastery of Biology to Advance Human Health

42nd Annual J.P. Morgan Healthcare Conference

Serge Saxonov
CEO and Co-founder

Forward-Looking Statements

Certain statements in this presentation and the accompanying oral commentary are “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995 as contained in 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. Forward-looking statements generally can be identified by the use of forward-looking terminology such as “may,” “might,” “will,” “should,” “expect,” “plan,” “anticipate,” “could,” “intend,” “target,” “project,” “contemplate,” “believe,” “see,” “estimate,” “predict,” “potential,” “would,” “likely,” “seek” or “continue” or the negatives of these terms or variations of them or similar terminology, but the absence of these words does not mean that a statement is not forward-looking. These forward-looking statements include statements regarding 10x Genomics, Inc.’s expected financial results, the features, performance, capabilities, uses, costs, demand, market opportunities and market growth, drivers and adoption of our current and potential future products, as well as product roadmap, expected development directions and expected release timelines of potential products. These statements are based on management’s current expectations, forecasts, beliefs, assumptions and information currently available. Actual outcomes and results could differ materially from these statements due to a number of factors and such statements should not be relied upon as representing 10x Genomics, Inc.’s views as of any date subsequent to the date of this press release. 10x Genomics, Inc. disclaims any obligation to update any forward-looking statements provided to reflect any change in our expectations or any change in events, conditions or circumstances on which any such statement is based, except as required by law. The material risks and uncertainties that could affect 10x Genomics, Inc.’s financial and operating results and cause actual results to differ materially from those indicated by the forward-looking statements made in this press release include those discussed under the captions “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” in the company’s most recently-filed 10-K and elsewhere in the documents 10x Genomics, Inc. files with the Securities and Exchange Commission from time to time. Although we believe the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, performance or achievements. In light of the foregoing, investors are urged not to place undue reliance on any forward-looking statement or third-party data in reaching any conclusion or making any investment decision about any securities of the Company.

10x Genomics uses filings with the Securities and Exchange Commission, its website (www.10xgenomics.com), press releases, public conference calls, public webcasts and its social media accounts as means of disclosing material non-public information and for complying with its 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’ products are for research use only (RUO) and are not for use in diagnostic procedures.

Leading the Single Cell and Spatial Biology Revolution

2023 Revenue	Publications	Patents / Applications	Instruments Sold
~$619M	7,100+	~2,200	5,900+
+20%	+58%	+25%	+27%

Note: 2023 revenue represents preliminary and unaudited results. Publications, patents and applications, and cumulative instruments sold are as of December 31, 2023. Growth rates represent year-over-year growth compared to December 31, 2022.

Robust Revenue Growth

Q4 2023

~$184M	18%	~$49M
Revenue	Y/Y Growth	Spatial Revenue

Full Year 2023

~$619M	20%	~$135M
Revenue	Y/Y Growth	Spatial Revenue

Note: Q4 and 2023 revenue represents preliminary and unaudited results. Growth rates represent year-over-year growth compared to December 31, 2022.

An Exceptional Launch Year for Xenium

Rapid customer adoption and operational ramp

250+

Cumulative Xenium Instruments Sold

- **Just one year since launch!**
- **Rapidly scaled operations and manufacturing capacity**
- **Field teams dedicated to customer success from install to insight**
- **Multiple customers with repeat Xenium instrument orders**

An Exceptional Launch Year for Xenium

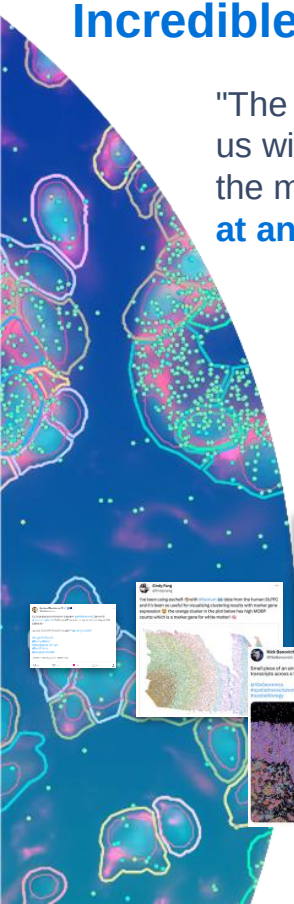
Incredible customer enthusiasm

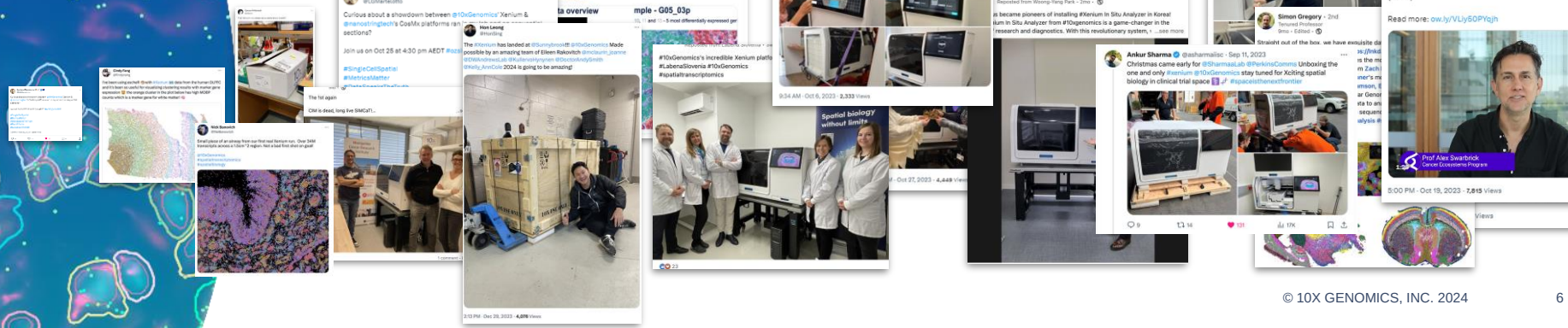
"The Xenium platform is providing us with **unprecedented insight** into the molecular pathology of disease **at an incredible resolution."**

Dr. Simon Gregory
Duke University

"It **works like a charm,** does the job as per specs and beyond. As I said it before, **it's a cut above the rest."**

Luciano Martelotto, PhD
University of Adelaide





An Exceptional Launch Year for Xenium

Validated by leading independent researchers as the best performing in situ platform

More **Sensitive**

3–14x[1]
Better than MERSCOPE

2–15x[1, 2]
Better than CosMx

More **Specific**

3–5x[1]
Better than MERSCOPE

30–45x[1]
Better than CosMx

Higher **Throughput**

3–4x[3]
Faster than CosMx

1. Farhi et al. Systematic benchmarking of imaging spatial transcriptomics platforms in FFPE tissues. *BioRxiv* (2023) (Fig. 2 and underlying data).
2. Martelotto et al. A comparative analysis of imaging-based spatial transcriptomics platforms. *BioRxiv* (2023).
3. Comparison of single cell spatial transcriptomic platform performance in adjacent prostate adenocarcinoma sections. Oz Single Cell 2023. https://www.martelottolab.org/

An Exceptional Launch Year for Xenium

Early customer success, from install to insight


Journal of Investigative Dermatology

Single-Cell and Spatial Transcriptome Analysis of Dermal Fibroblast Development in Perinatal Mouse Skin: Dynamic Lineage Differentiation and Key Driver Genes


bioRxiv

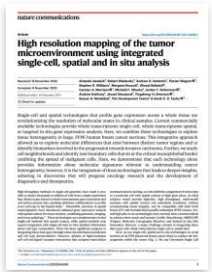
Systematic benchmarking of imaging spatial transcriptomics platforms in FFPE tissues


bioRxiv

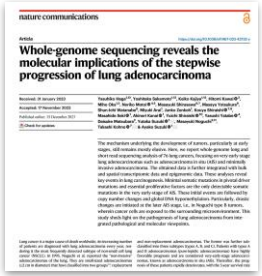
Image-based spatial transcriptomics identifies molecular niche dysregulation associated with distal lung remodeling in pulmonary fibrosis


Neuro-Oncology Advances

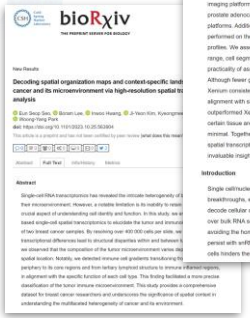
Spatial architecture of high-grade glioma reveals tumor heterogeneity within distinct domains


nature communications

High resolution mapping of the tumor microenvironment using integrated single-cell, spatial and in situ analysis


nature communications

Whole-genome sequencing reveals the molecular implications of the stepwise progression of lung adenocarcinoma


bioRxiv

Decoding spatial organization maps and context-specific lands… cancer and its microenvironment via high-resolution spatial t…


bioRxiv

A Comparative Analysis of Imaging-Based Spatial Transcriptomics Platforms


bioRxiv

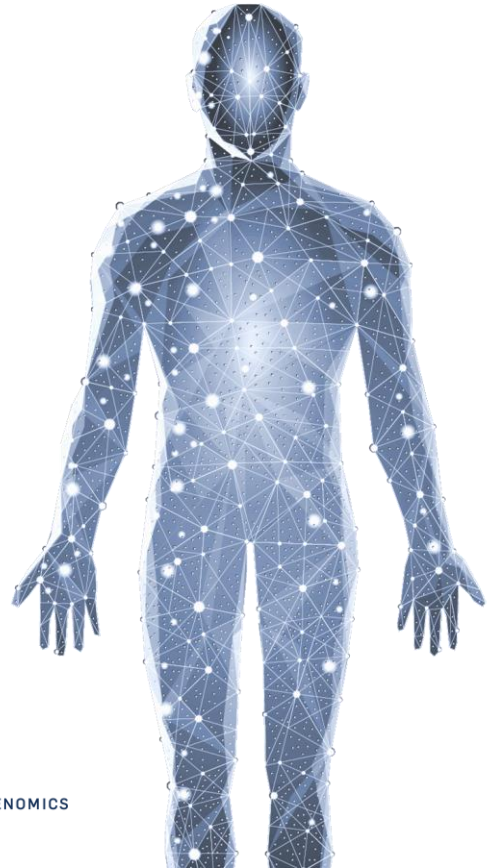
Ataxia-telangiectasia mutated (Atm) disruption sensitizes spatially-directed H3.3K27M/TP53 diffuse midline gliomas to radiation therapy

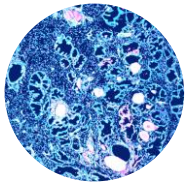

bioRxiv

Highly multiplexed, image-based pooled screens in primary cells and tissues with PerturbView


Century of Biology

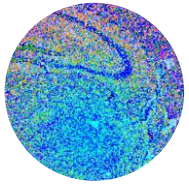
Biology is Immensely Complex





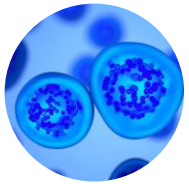
Enormous complexity within each cell

Interactions of millions of different molecules and molecular machines



40 trillion cells in the human body

Each cell contains its own set of expressed genes



Cells form tissues which form organs

Each tissue comprises a large diversity of cells and cell types

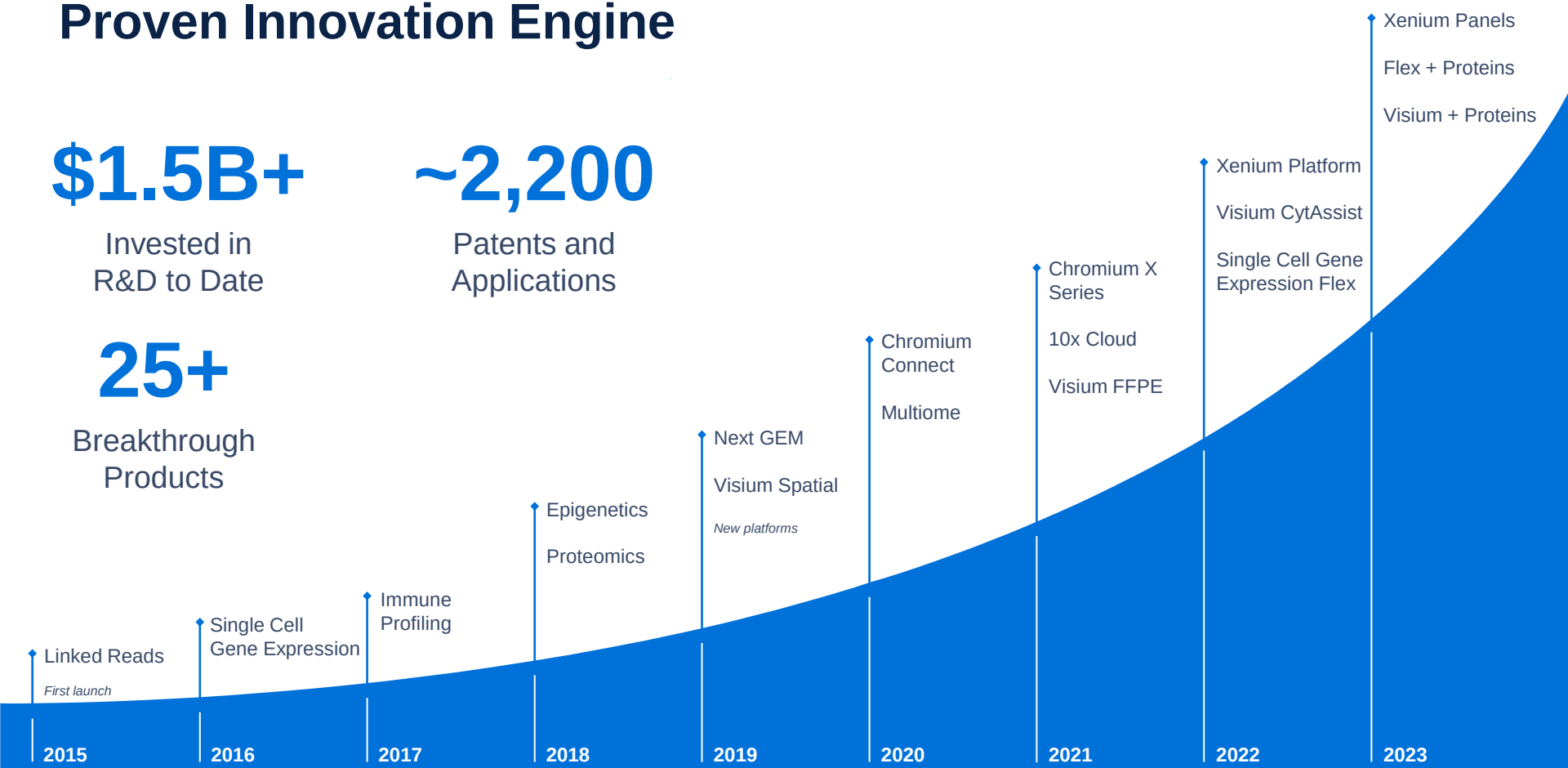
10X GENOMICS

Proven Innovation Engine

$1.5B+
Invested in R&D to Date

~2,200
Patents and Applications

25+
Breakthrough Products



Scaled for Long-Term Growth and Impact

Broad Commercial Reach

~450
Commercial Employees

175+
Commissionable Salesforce

170+
Field and Technical Support Specialists

39
Authorized Distributors

Robust Operational Scale

~250
Operations Employees

3
Scalable Manufacturing Hubs

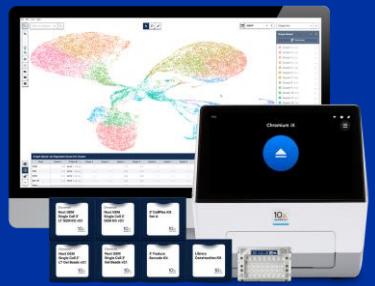
2.8x
Increase in Manufacturing Square Footage y/y

>4x
Capacity for Growth

Note: As of December 31, 2023. Capacity for growth based on management estimates.

Three Platforms to Resolve Biology's Complexity

Chromium Single Cell



NGS-Based

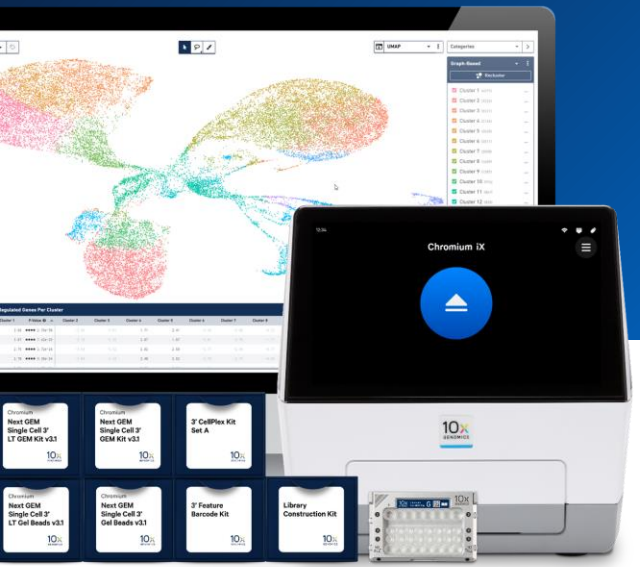
Visium Spatial

NGS-Based

Xenium In Situ

Imaging-Based

Chromium Single Cell Platform



Market-Defining Platform

- Catalyzed Single Cell revolution
- Broad menu of assays, analytes and applications
- High performance, quality of data and ease of use
- Extensive ecosystem of customers, datasets, protocols and papers

~$468M

2023 Chromium Revenue

6,500+

Chromium Peer-Reviewed Publications

5,150+

Cumulative Chromium Instruments Sold

Note: 2023 Chromium revenue represents preliminary and unaudited results. Publications and cumulative Chromium instruments sold are as of December 31, 2023.

Visium Spatial Platform

The Leader in Spatial Discovery

- The platform for unbiased spatial analysis
- Bridges worlds of histology and genomics
- Visium CytAssist delivers best-in-class experience
- Compatibility with archival slides enables large-scale studies

500+
Cumulative Visium CytAssist Instruments Sold

400+
Peer-Reviewed Publications

2,900+
Visium Customer Labs

Xenium In Situ Platform

The In Situ Performance Leader

- Independently validated as the best performing In Situ platform
- Fully integrated system with easy-to-run workflow
- Onboard analysis and intuitive software to immediately access data
- Customizable, biologically relevant content panels
- Compatible with standard pathology, including H&E

250+

Cumulative Xenium Instruments Sold

50+

Labs Running Xenium as a Service

Note: Labs running Xenium as a service include core labs.

10x Platforms Produce Complementary Data

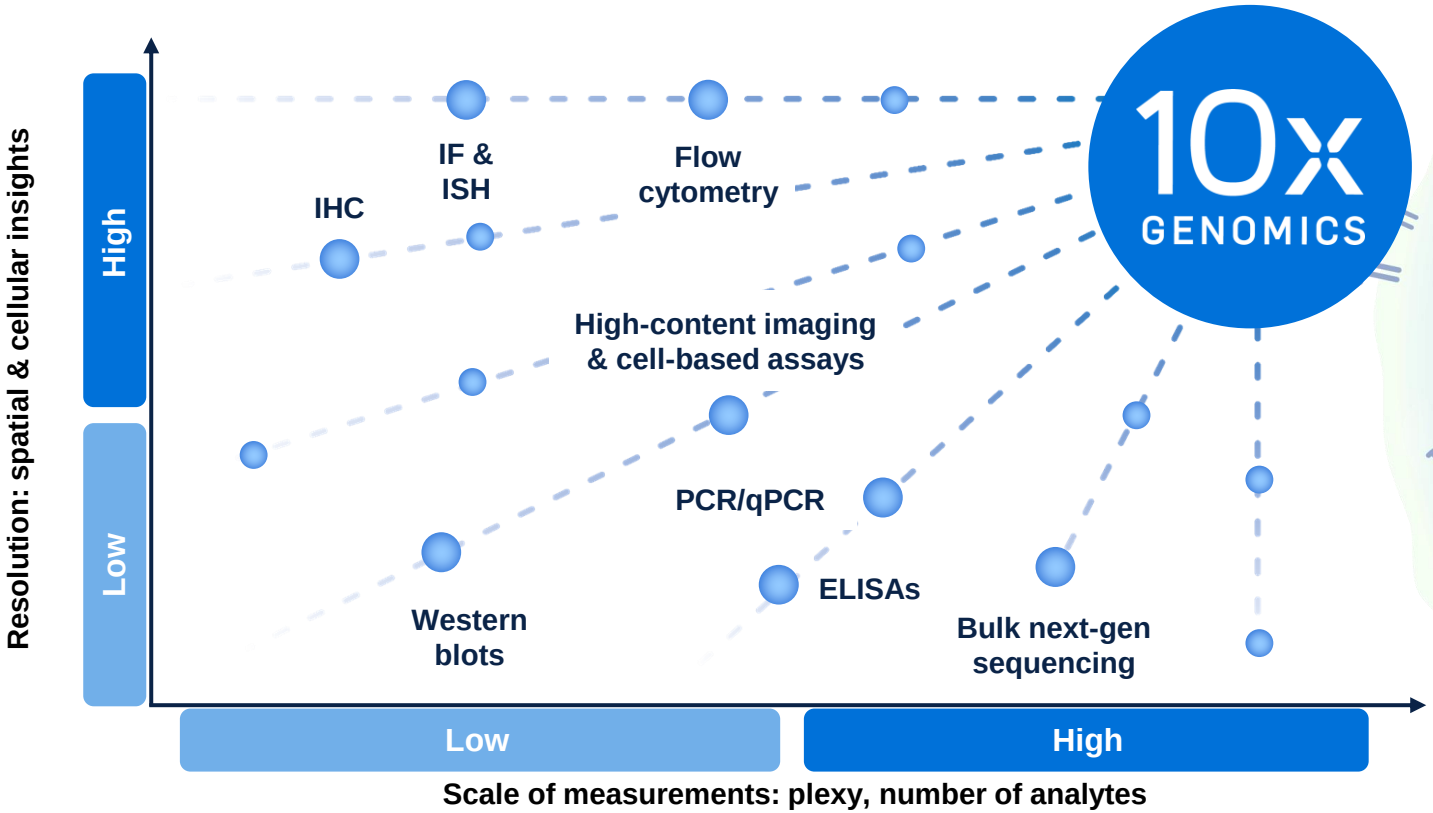
Chromium Single Cell

Visium Spatial

Xenium In Situ

All Tissues Are Heterogeneous and Complex

Replacing the Legacy Toolkit Across Life Sciences

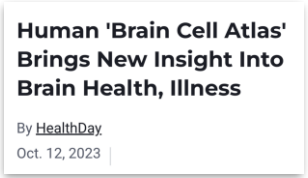


Revolutionizing How Researchers Address Biological Questions

Atlassing

$2B

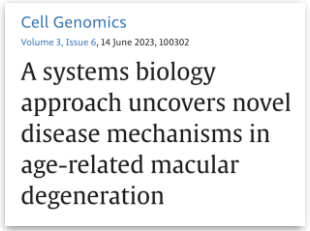
Identify cellular & molecular building blocks of tissues



Genetic Mechanisms

$2B

Determine role of genetics in biological processes



Cellular & Molecular Biology

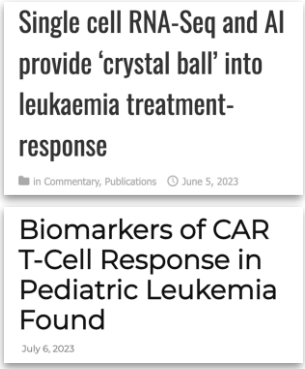
$5B

Understand functions of specific gene, protein or cellular pathways

Translational

$7B

Apply biological learnings to improve human health



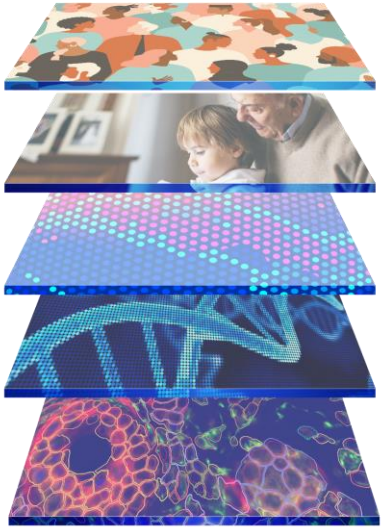
$16B

Annual Opportunity in Research Markets

Note: Approximately $16 billion annual opportunity is based on estimates regarding researcher funding and potential pharma sample availability.
Sources: NIH RePORTER, National Center for Science and Engineering Statistics, European Commission Eurostat, National Bureau of Statistics of China, and OECD.

Robust Growth in Atlassing

More Atlassing; More Insights



- Human Diversity
- Development and Disease
- Spatial
- Multiomics
- Transcriptomics

Focus of Multiple Consortia

Chan Zuckerberg Initiative	**$155M** HCA-Related Funding
BICCN	**$500M** Effort
HuBMAP	**$130M** Effort to Date
SenNet	**$190M** Initial 5-year Investment

HUMAN CELL ATLAS

KIDNEY PRECISION MEDICINE PROJECT

HTAN
HUMAN TUMOR ATLAS NETWORK

LungMAP

Significant Opportunity in Translational Applications

Growing translational traction…

New Large-Scale Multiomic Partnership

~7,000
Tumor Samples

mosaic
an owkin initiative

~30%
Y/Y Increase

In translational publications or pre-prints citing 10x tools

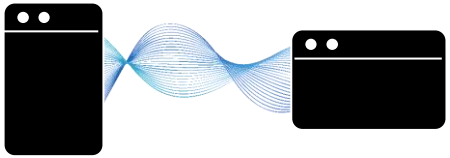
~60%
Y/Y Increase

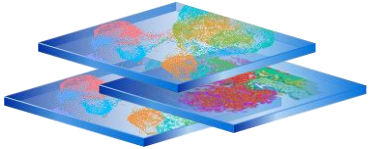
In new clinical trial starts proposing single cell and/or spatial methods

…accelerated by the right products

Chromium Flex

Cross-Platform
FFPE Compatibility





Cross-Platform
Protein Capabilities

Market Growth Drivers

1. **10x technology innovation to drive adoption** by delivering better insights, workflows and cost structure
2. Expansion of single cell approaches into **more areas of academic research**
3. Adoption of single cell in **translational and biopharma applications**
4. **Continued momentum in spatial biology** as it delivers a new era of genomic analysis
5. Early **evidence of clinical utility** of single cell and spatial approaches

Future Product Development Directions

Measure More Biology

- More analytes, applications and multiomics
- Higher resolution, sensitivity and multiplexing
- More scale, throughput, cells and tissues

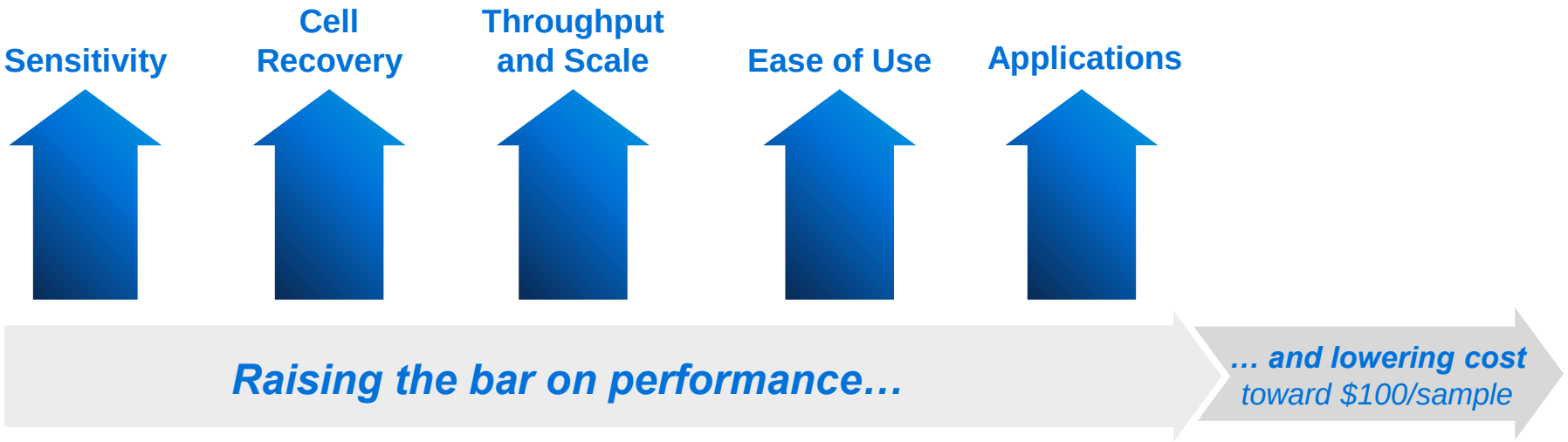
Improve Ease of Use

- Workflow robustness, experimental logistics
- Sample prep, sample breadth
- Data analysis, data processing, efficient insights

Lower Cost

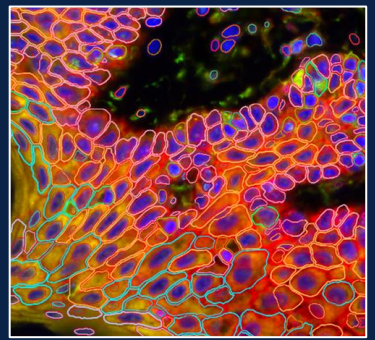
- Lower cost per cell, tissue area, sample, experiment and project

Chromium Product Development Directions



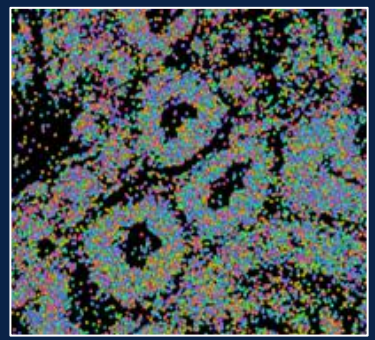
Upcoming Xenium Product Roadmap

Multimodal Segmentation
Broad compatibility



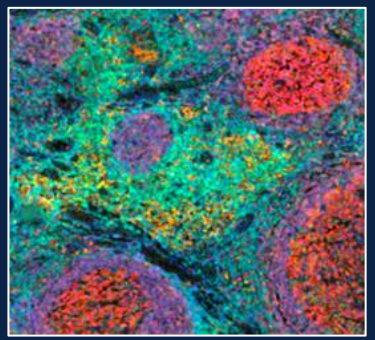
Shipping Q1

~5,000 Plex Panels
~5-day run
High quality data



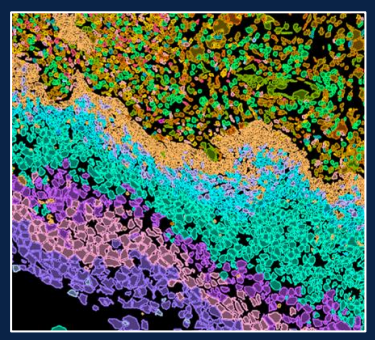
Q2 2024

In-line Multiplex Protein
Same slide as RNA



H2 2024

1,000–2,000 Plex Panels
Offers more flexibility



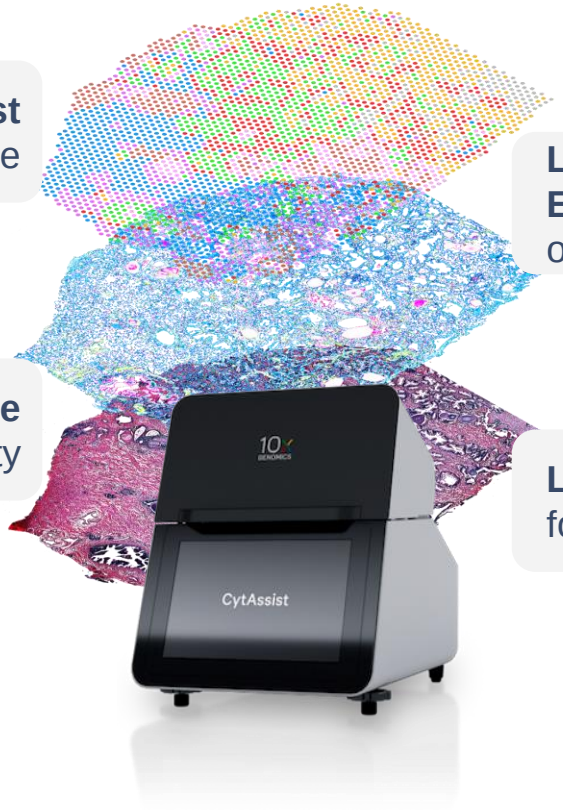
2024+

Note: Final product release timelines and configurations subject to change.

Visium Innovation: Major Recent Advances

Launched Visium CytAssist
for best-in-class experience

Enabled archival slide
compatibility

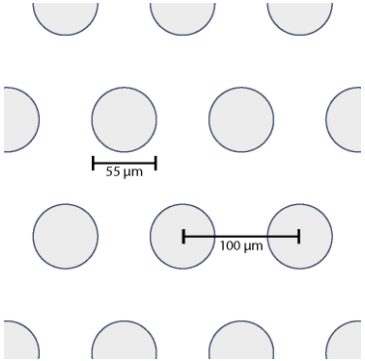


Launched Visium Gene Expression + Protein,
on the same section

Launched Visium FFPE v2
for improved performance

Visium HD: A Revolution in Resolution

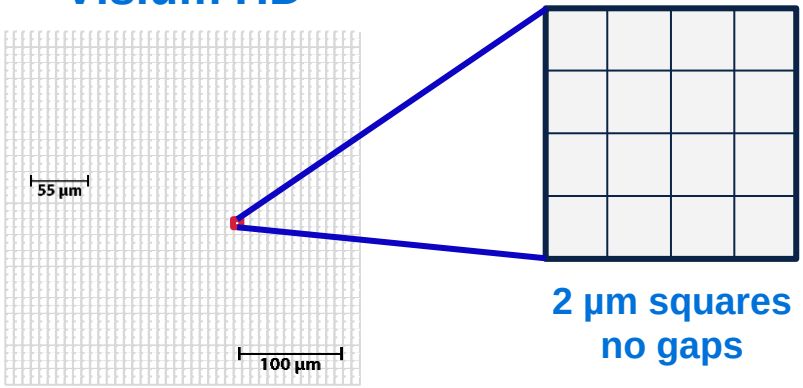
Visium



55 µm spots
Hexagonally arranged

5,000
features

Visium HD

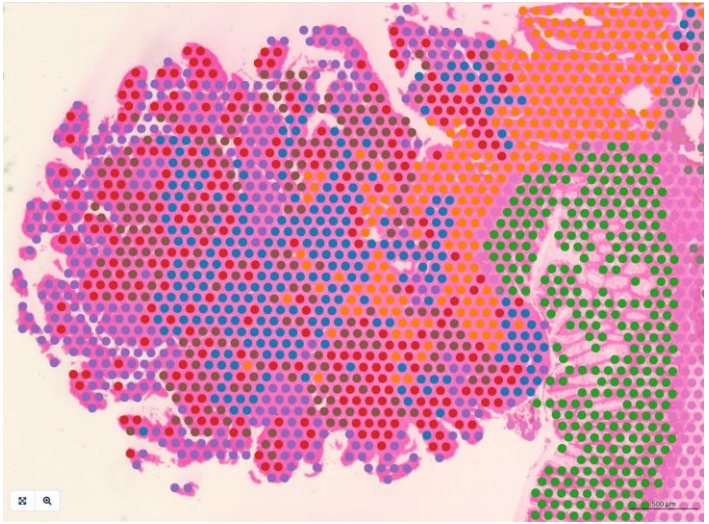


2 µm squares
Continuous grid-pattern

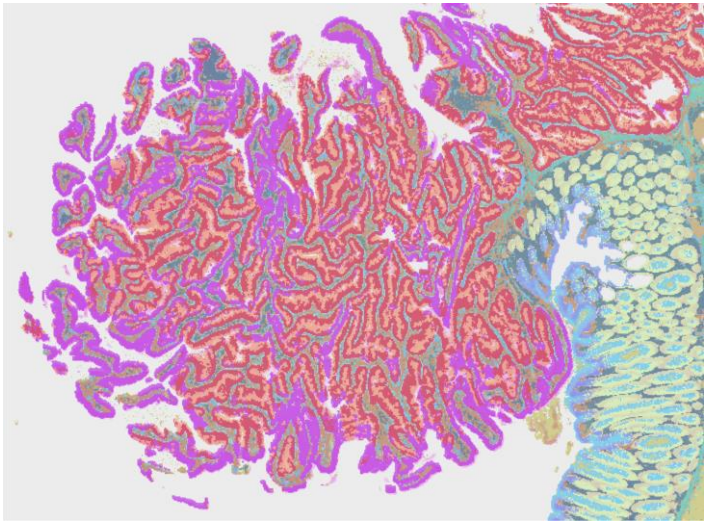
11,000,000
features

Visium HD Will Generate Stunning Data

Visium



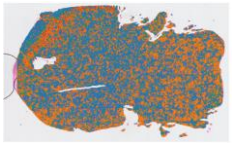
Visium HD



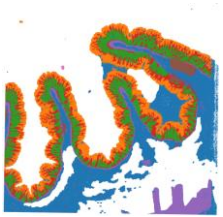
Visium HD: Broad Range of Samples

Human

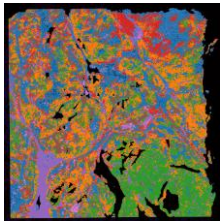
Brain normal



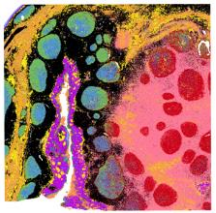
Colon, normal



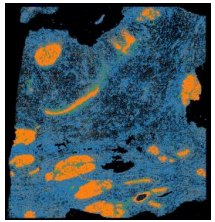
Ovarian cancer



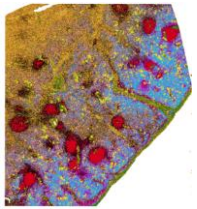
Tonsil



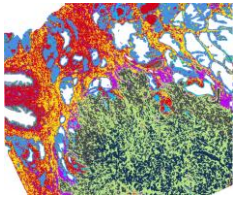
Breast, normal



Spleen

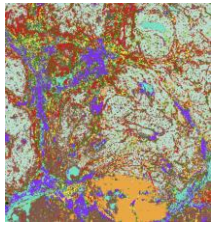


Prostate cancer

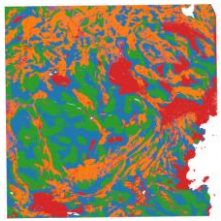


Pancreas

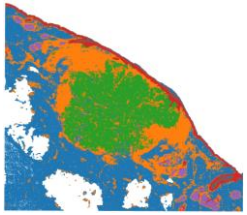
Breast cancer



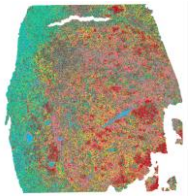
Lung cancer



Skin melanoma

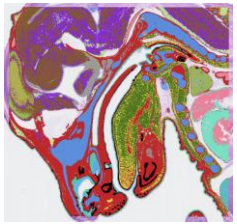


Liver cancer



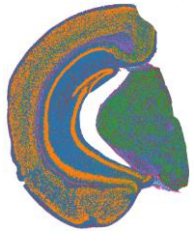
Mouse

Embryo



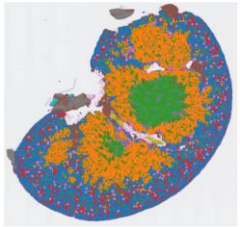
Lung

Brain



Small intestine

Kidney



Heart

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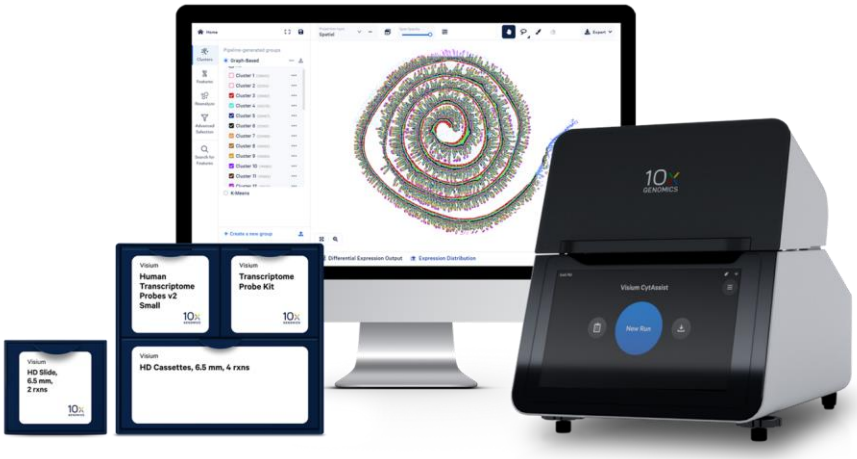

- **Unparalleled spatial discovery:** Whole transcriptome gene expression analysis
- **Resolved at single cell scale:** Capture Area with grid-patterned 2 x 2 µm barcoded squares
- **High data quality:** Precise instrument-driven probe capture
- **Broad access to diverse tissues:** Archived or newly sectioned FFPE with no optimization required
- **Compatible with histology workflows:** H&E or IF on the same section

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See you at the AGBT General Meeting!

February 5–8, 2024 | Orlando, Florida