



Mastering Biology to Advance Human Health

May 2021 Investor Presentation

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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:

- Our dependence on research and development spending by research institutions;
- The COVID-19 pandemic and its impact on our customers and suppliers as well as on our operations;
- Our ability to compete effectively;
- The ability of suppliers to meet our needs and the needs of our customers;
- Our products are specialized, complex and difficult to manufacture and we could experience production problems;
- Our ability to manufacture our products to the necessary specifications and quantities to meet demand;
- Our dependence on revenue generated from the sale of our Chromium solutions;
- Our ability to effectively manage product transitions and forecast customer demand;
- Our ability to increase penetration into our existing markets;
- Our ability to develop new products and enhance the capabilities of our existing products;
- The impact of seasonal fluctuations in our revenue and results of operations;
- Our involvement in lawsuits which would require us to pay significant damages or prevent us from selling our products;
- Our involvement in lawsuits to defend our intellectual property rights which are expensive and time consuming and could be unsuccessful; and
- Our ability to effectively protect our intellectual property.

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.

10x Genomics Today



2,400+

Installed instruments



\$150K+

Consumable pull-through



1,100

Patents and applications



2,500+

Publications

Major Discoveries Across Life Sciences



New Products Shipped in 2020

Chromium Connect



Chromium Targeted Gene Expression



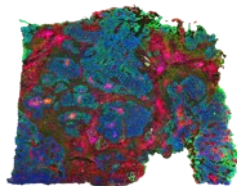
Chromium Immune Profiling V2



Chromium Multiome ATAC + Gene Expression



Visium Gene Expression with Immunofluorescence



Cell Ranger 5.0 Loupe Browser 5.0



Visium Targeted Gene Expression



Foundation for a Third Platform: In Situ Analysis



110+ Enabling Patents

Key Technological Advances

Talent and Expertise

10x Genomics Global Presence

~50%

Sales outside the US

100/100

Top research institutions

20/20

Top global pharmaceutical companies

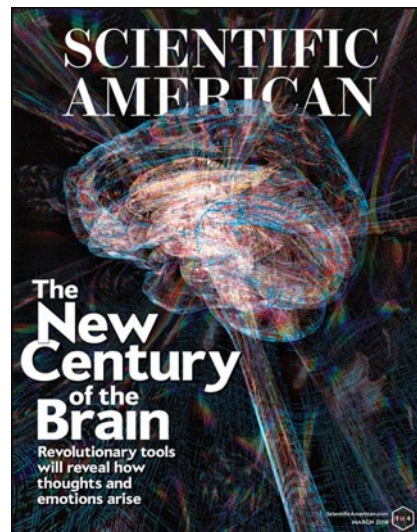
Broad Adoption

No direct customer >5% revenue

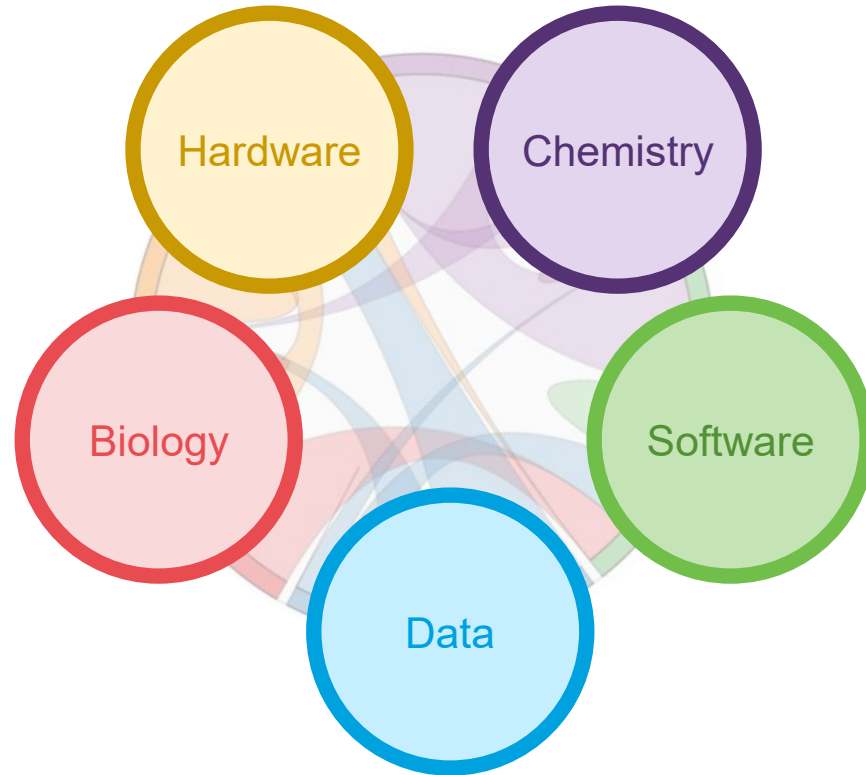


320+ Commercial Employees
85+ Support Scientists

Century of Biology



Deep Expertise Across Diverse Disciplines



Complete Solutions

Instruments



Consumables



Software

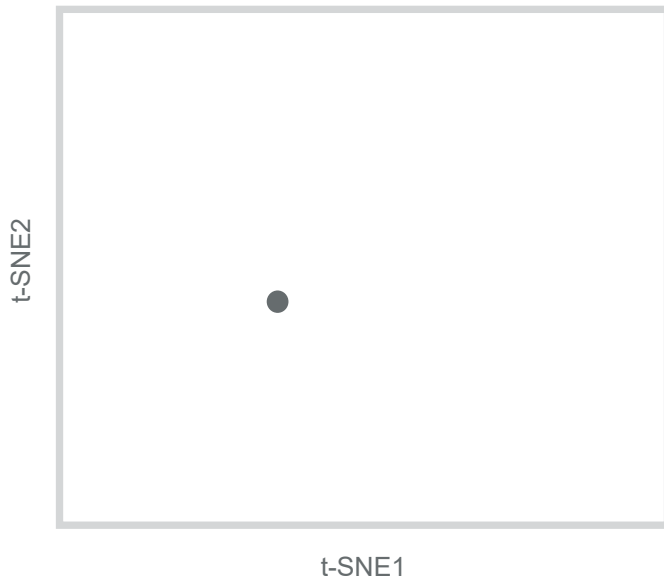


All Tissues are Heterogeneous and Complex

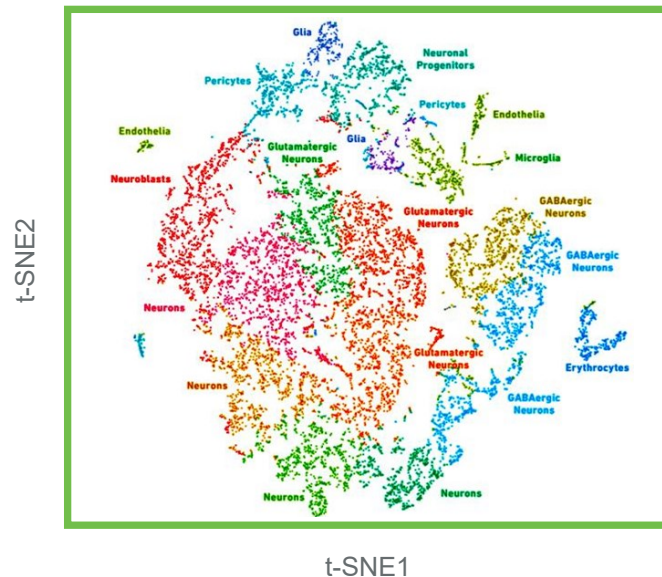


Gene Expression at the Right Resolution and Scale

Conventional gene expression

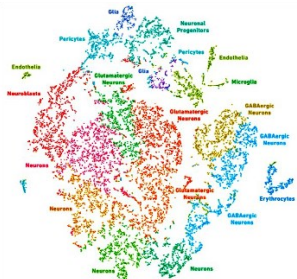


Single cell data for thousands of cells

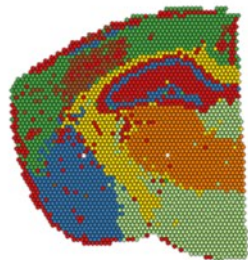


Three Product Platforms

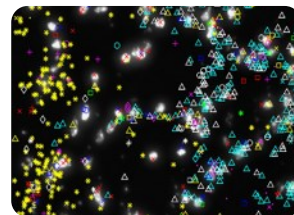
Chromium Single Cell



Visium Spatial



In Situ



Discovery

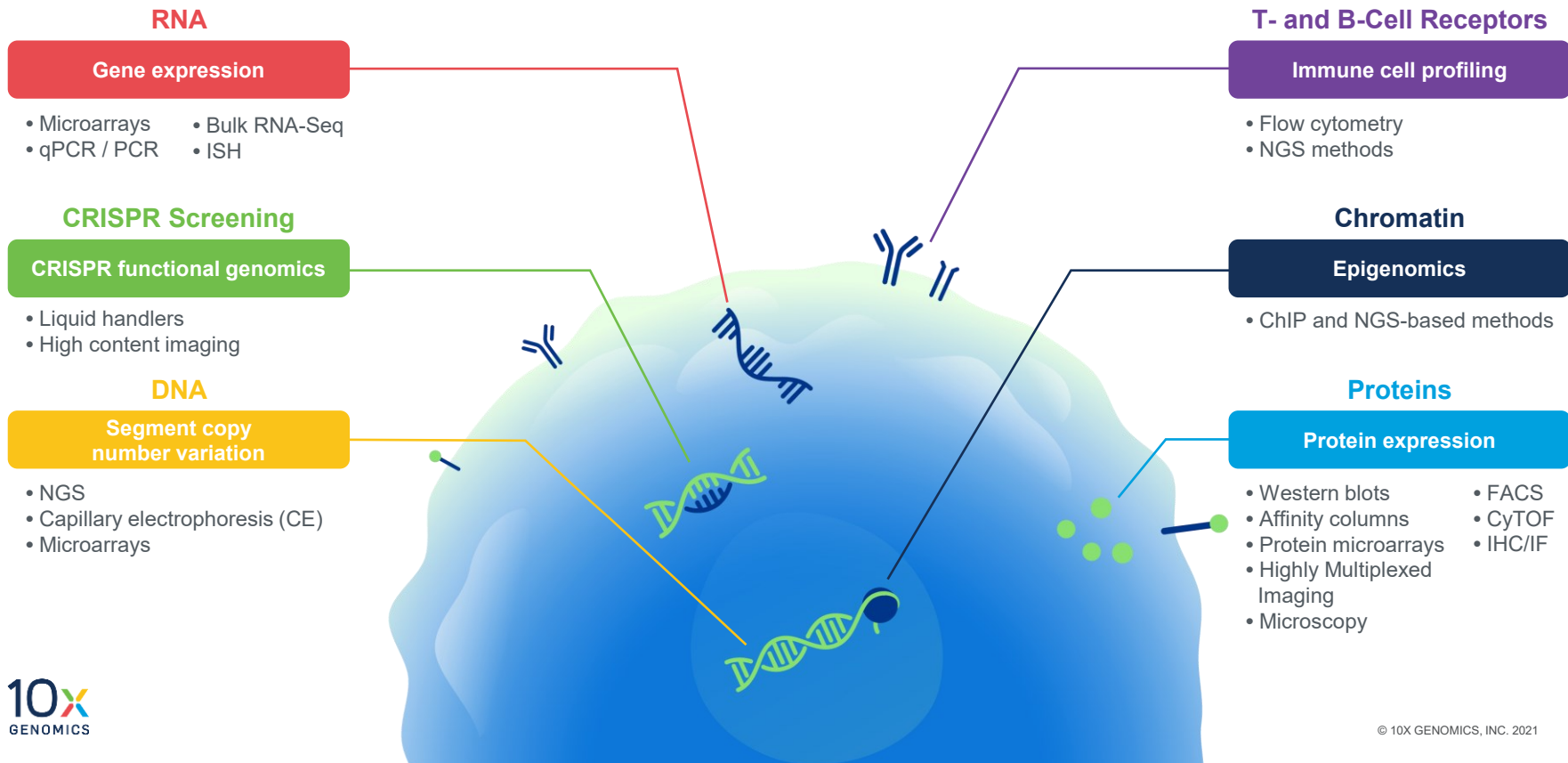
Translational

Clinical

NGS

Integrated Microscopy

Replacing the Legacy Toolkit Across Biology



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



Expanding Opportunities Beyond Research Tools

Science and tools-based transformation of healthcare

Global life science research tools

\$60B

\$15B

Applications where 10x Genomics offers immediate alternatives or is complementary



\$10B

Downstream clinical applications for In Situ analysis



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

New Products for Broader Single Cell Adoption

Address
Affordability
Challenges

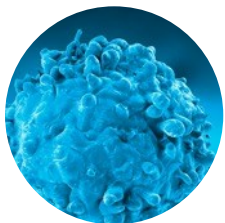
Solve Sample
Preparation
Bottlenecks

Enable
Easier
Informatics

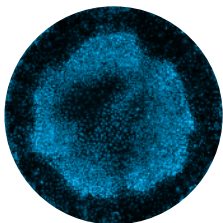
Deliver
New
Capabilities

Gene Expression Targeting

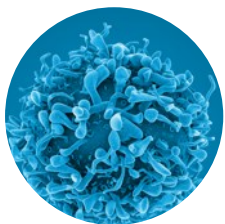
Fixed gene panels with comprehensive content



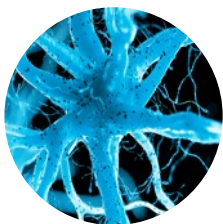
Human Pan-Cancer



Human Gene Signature

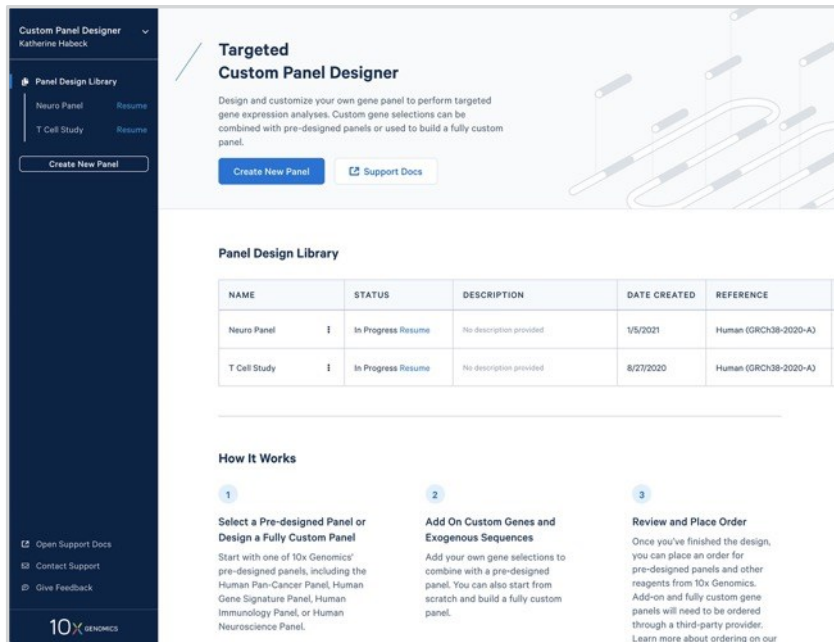


Human Immunology



Human Neuroscience

Targeted Custom Panel Designer



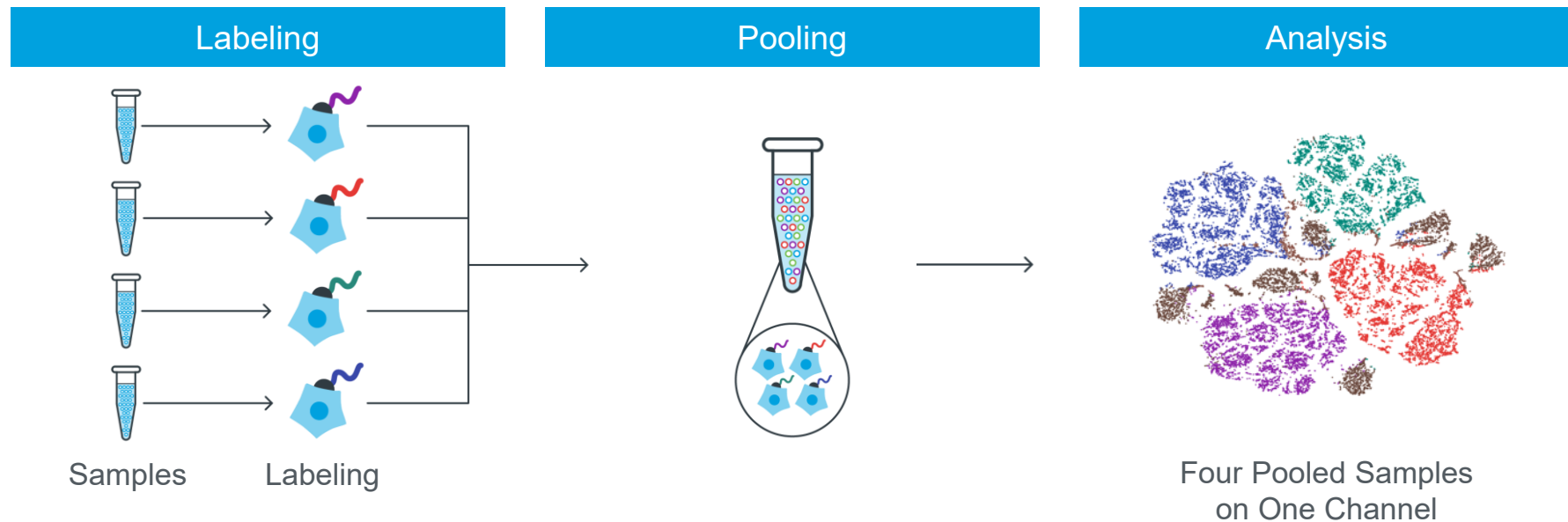
The screenshot shows the 'Targeted Custom Panel Designer' interface. On the left is a dark sidebar with the user's name 'Katherine Haback' and a 'Panel Design Library' section containing 'Neuro Panel' and 'T Cell Study', each with a 'Resume' link and a 'Create New Panel' button. The main content area has a header 'Targeted Custom Panel Designer' with a description: 'Design and customize your own gene panel to perform targeted gene expression analyses. Custom gene selections can be combined with pre-designed panels or used to build a fully custom panel.' Below this are 'Create New Panel' and 'Support Docs' buttons. A 'Panel Design Library' table lists existing panels. The 'How It Works' section contains three numbered steps: 1. Select a Pre-designed Panel or Design a Fully Custom Panel; 2. Add On Custom Genes and Exogenous Sequences; 3. Review and Place Order.

NAME	STATUS	DESCRIPTION	DATE CREATED	REFERENCE
Neuro Panel	In Progress Resume	No description provided	1/5/2021	Human (GRCH38-2020-A)
T Cell Study	In Progress Resume	No description provided	8/27/2020	Human (GRCH38-2020-A)

- Select a Pre-designed Panel or Design a Fully Custom Panel**
Start with one of 10x Genomics' pre-designed panels, including the Human Pan-Cancer Panel, Human Gene Signature Panel, Human Immunology Panel, or Human Neuroscience Panel.
- Add On Custom Genes and Exogenous Sequences**
Add your own gene selections to combine with a pre-designed panel. You can also start from scratch and build a fully custom panel.
- Review and Place Order**
Once you've finished the design, you can place an order for pre-designed panels and other reagents from 10x Genomics. Add-on and fully custom gene panels will need to be ordered through a third-party provider. [Learn more about ordering on our](#)

Multiplexing Samples

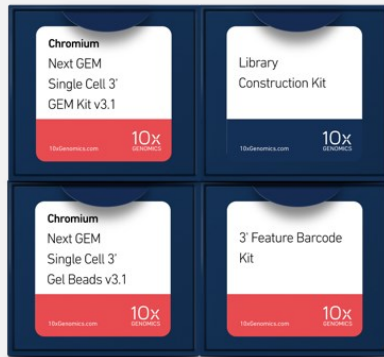
CellPlex Kit Launched Q1 2021



Enabling Pilot and Smaller Experiments

Low Throughput Kit

Launched Q2 2021

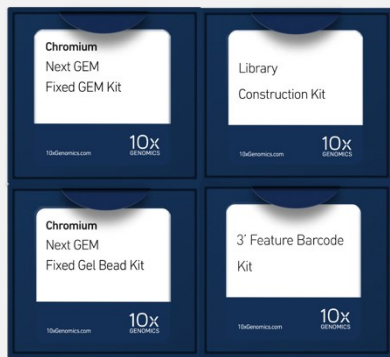


- Reduces startup cost for single experiment
- Enables proof of concept before scaling
- Interrogates up to 1,000 cells/sample

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

10x Cloud

10x Genomics Cloud
Brynn Cleopatra

Cloud Analysis
Design and customize your own gene panel to perform targeted gene expression analyses. Custom gene selections can be combined with pre-designed genes panels.

[View upcoming and planned features](#)

Projects

Toell Study	A few moments ago
My First Project	2 weeks ago
Healthy vs. Diseased Human Cells	3 months ago

[View all projects](#)

How It Works

- Create Projects**
Organize your experiments in a project. Projects are where you upload data and run experiments.
[Create a Project](#)
- Upload FASTQ Files**
Upload large files using the TXD Command Line Interface (CLI) Tool. It's fast and secure. Visit our [support site](#) for uploading instructions.
Requirements: The CLI Tool must be run on a Linux system.
- Create Analyses**
Easily configure analyses on your FASTQ files for sample demultiplexing, barcode processing, gene counting, and more.
We currently support the analysis of FASTQ files generated from the following 10x assay products:
 - Single Cell Gene Expression
 - Single Cell Immune ProfilingWe'll continue to add support for more products and analysis pipelines over time.
- Download the Results**

[Contact Us](#)
[Open Support Docs](#)

10x GENOMICS

10x GENOMICS

Products Research Areas Resources Support Company

10x Genomics Cloud Analysis

Fast, Secure, and Easy Analysis in the Cloud

We are looking for feedback and users for early access. If you are interested in running 10x Genomics pipelines faster and easier, tell us how we can solve your analysis needs.

[Take the Survey](#)

- Included with 10x products**
Standard analysis of your samples is now included. Additional analysis is available for a low cost.
- Click to run analysis pipelines**
Run Cell Ranger analysis pipelines from a simple web interface and receive status updates when your analyses are complete.
- Leave the infrastructure to us**
Use our scalable compute infrastructure for fast analysis turnaround and long-term data storage.
- Easy to share and collaborate**
Transfer data and projects to customers, collaborators, and teammates.
- Integrates with your workflow**
Designed to work alongside your current systems and give you the freedom to manage and store data however you choose.
- Safe and secure**
Store your 10x Genomics analysis data on a secure platform built for privacy and access control.

Roadmap

Planned and Upcoming Features

We're working on improving the service and building features that make analysis easier and more accessible for you.

[Give feedback](#)

Past pipeline version support

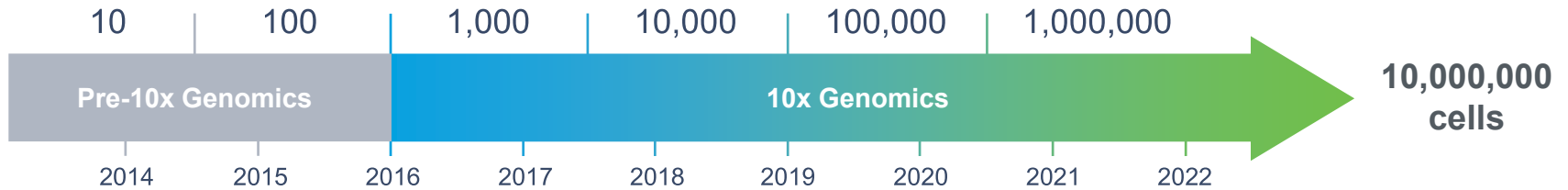
Single Cell Immune Profiling

Custom references

Collaboration tools

JPM 2020: Making 1M Cell Experiments Routine

Cells per Routine Experiment



New High Throughput Instrument

Chromium X
Coming 2H 2021

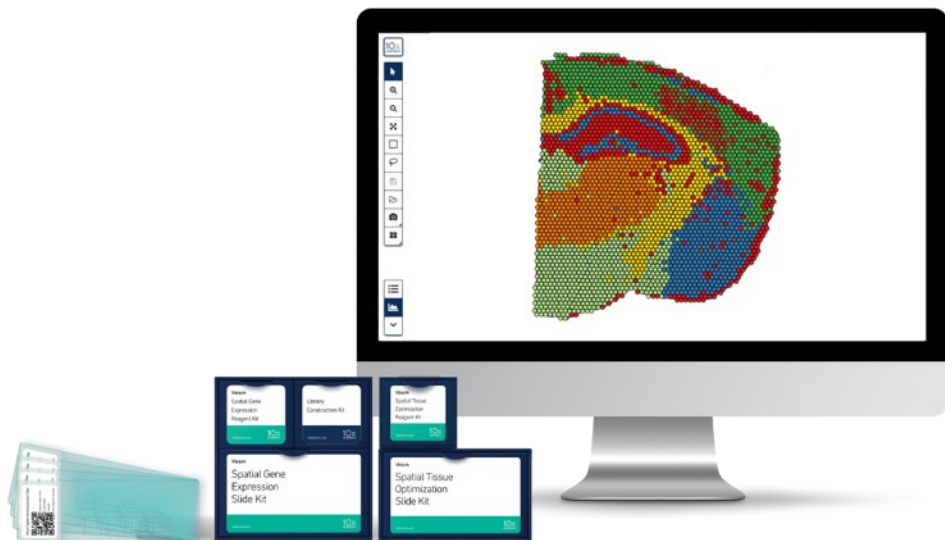


Making 1 million cell experiments routine

New Products for Broader Single Cell Adoption

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

Visium Spatial Platform



TheScientist
TOP 10
INNOVATIONS

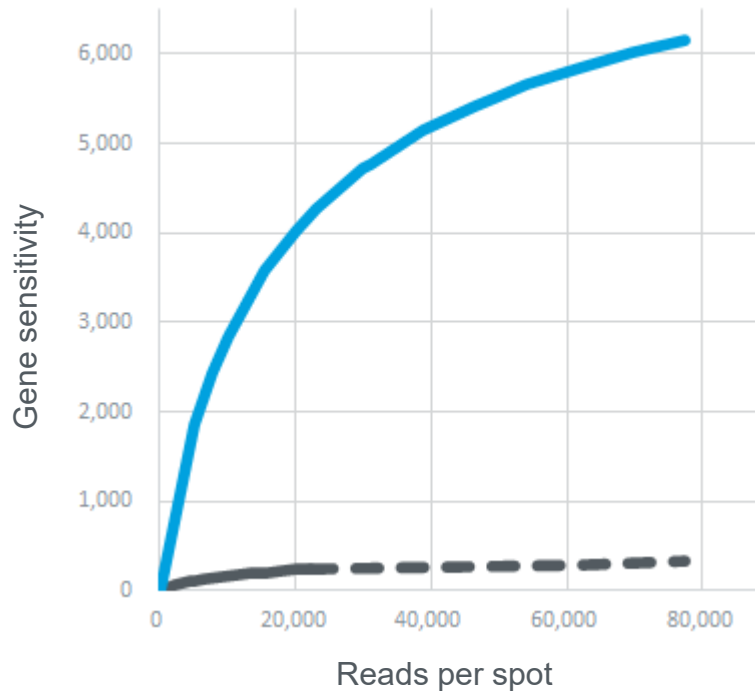
2020
Visium Spatial Gene Expression



2020
Spatially Resolved Transcriptomics

The Challenge of FFPE Samples

**FFPE tissue preservation
degrades RNA**



**Standard Visium
Fresh Frozen**

**Standard Visium
with FFPE**

Enabling True Discovery on FFPE

Visium for FFPE

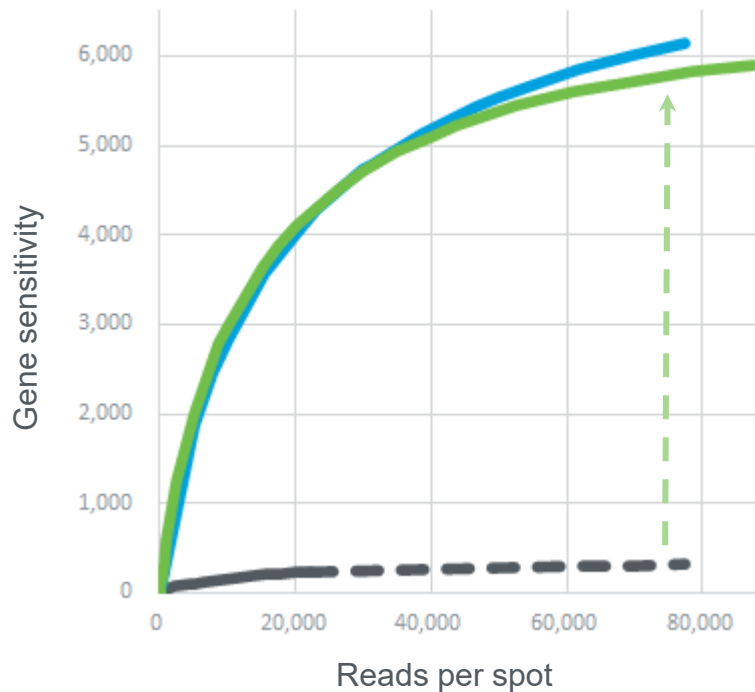
Coming Q2 2021



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

Solving the Challenge of FFPE

FFPE tissue preservation degrades RNA



Standard Visium
Fresh Frozen
Visium for FFPE

Standard Visium
with FFPE

Unlocking More Samples for Spatial

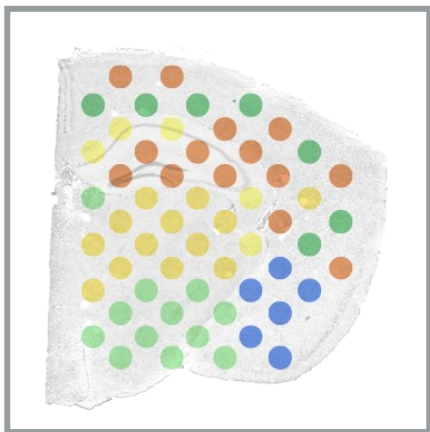
Visium CytAssist Coming 1H 2022



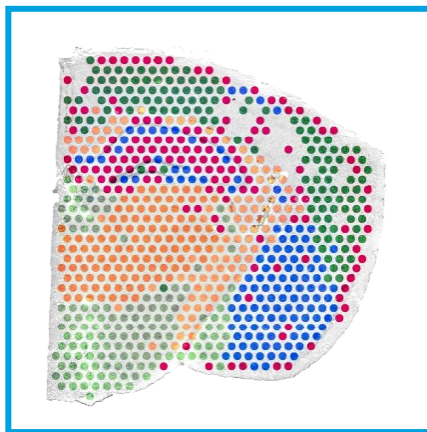
Accessing archived and pre-mounted samples

Visium at Single Cell Resolution

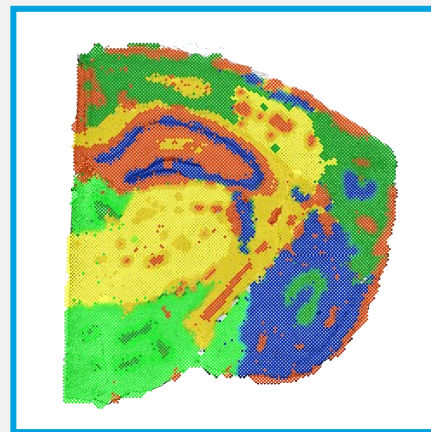
Visium HD
Coming 1H 2022



First Generation



Visium
Resolution 4x



Visium HD
Resolution 1,500x

