



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

~\$619M
+20%

Publications

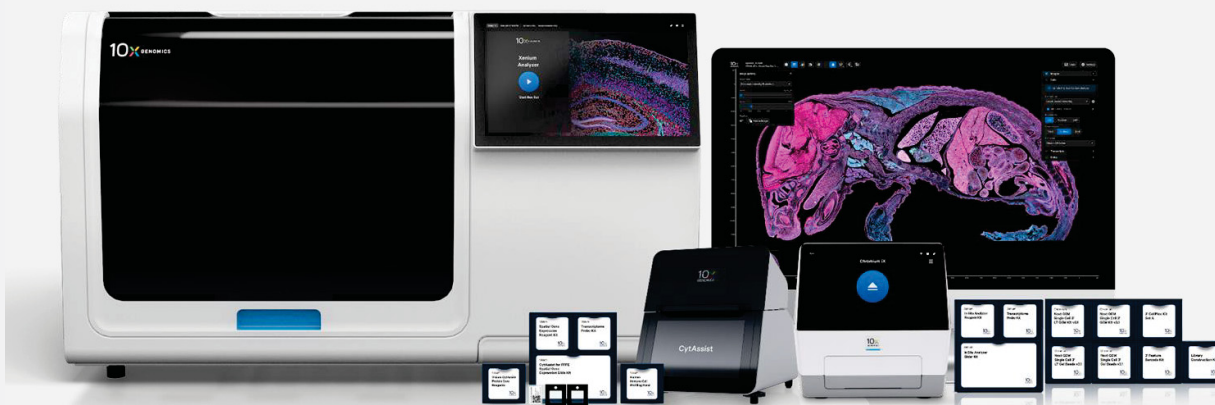
7,100+
+58%

Patents / Applications

~2,200
+25%

Instruments Sold

5,900+
+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.

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3

Robust Revenue Growth

Q4 2023

~\$184M

Revenue

18%

Y/Y Growth

~\$49M

Spatial Revenue

Full Year 2023

~\$619M

Revenue

20%

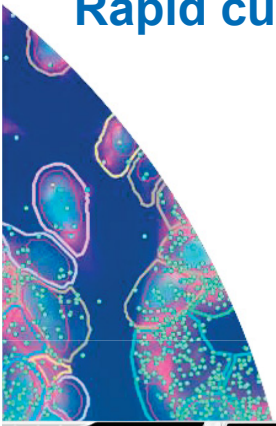
Y/Y Growth

~\$135M

Spatial Revenue

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

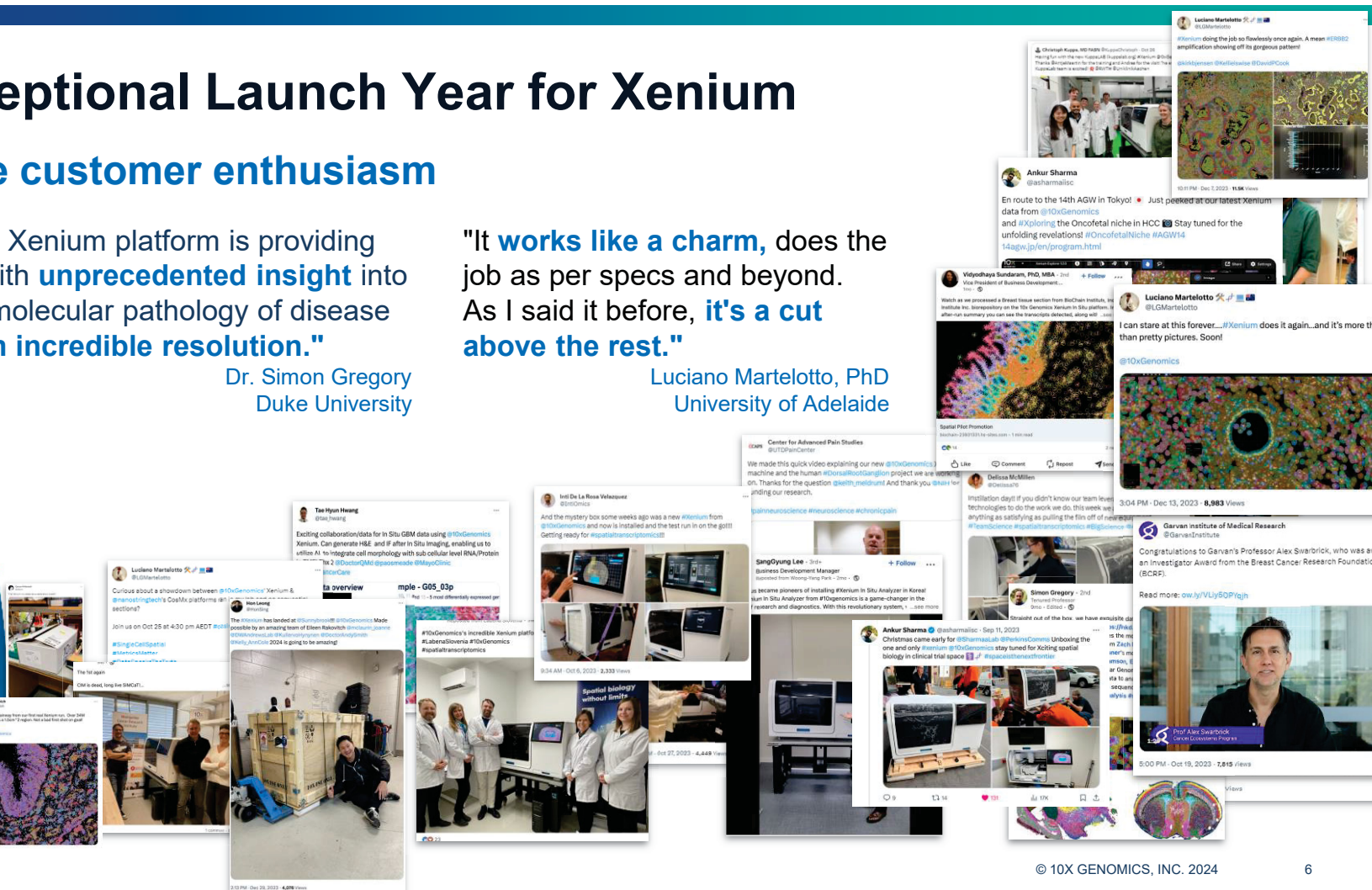
Incredible customer enthusiasm

"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



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

3–14x¹
Better than MERSCOPE

3–5x¹
Better than MERSCOPE

3–4x³
Faster than CosMx

2–15x^{1,2}
Better than CosMx

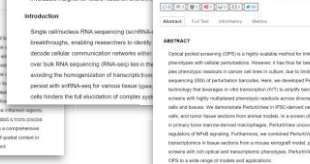
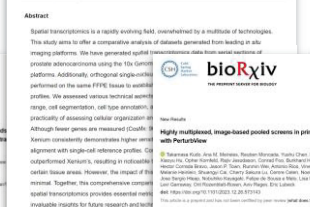
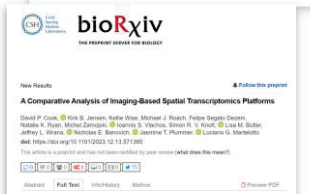
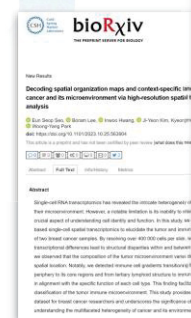
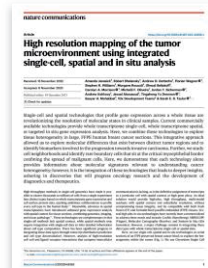
30–45x¹
Better than CosMx

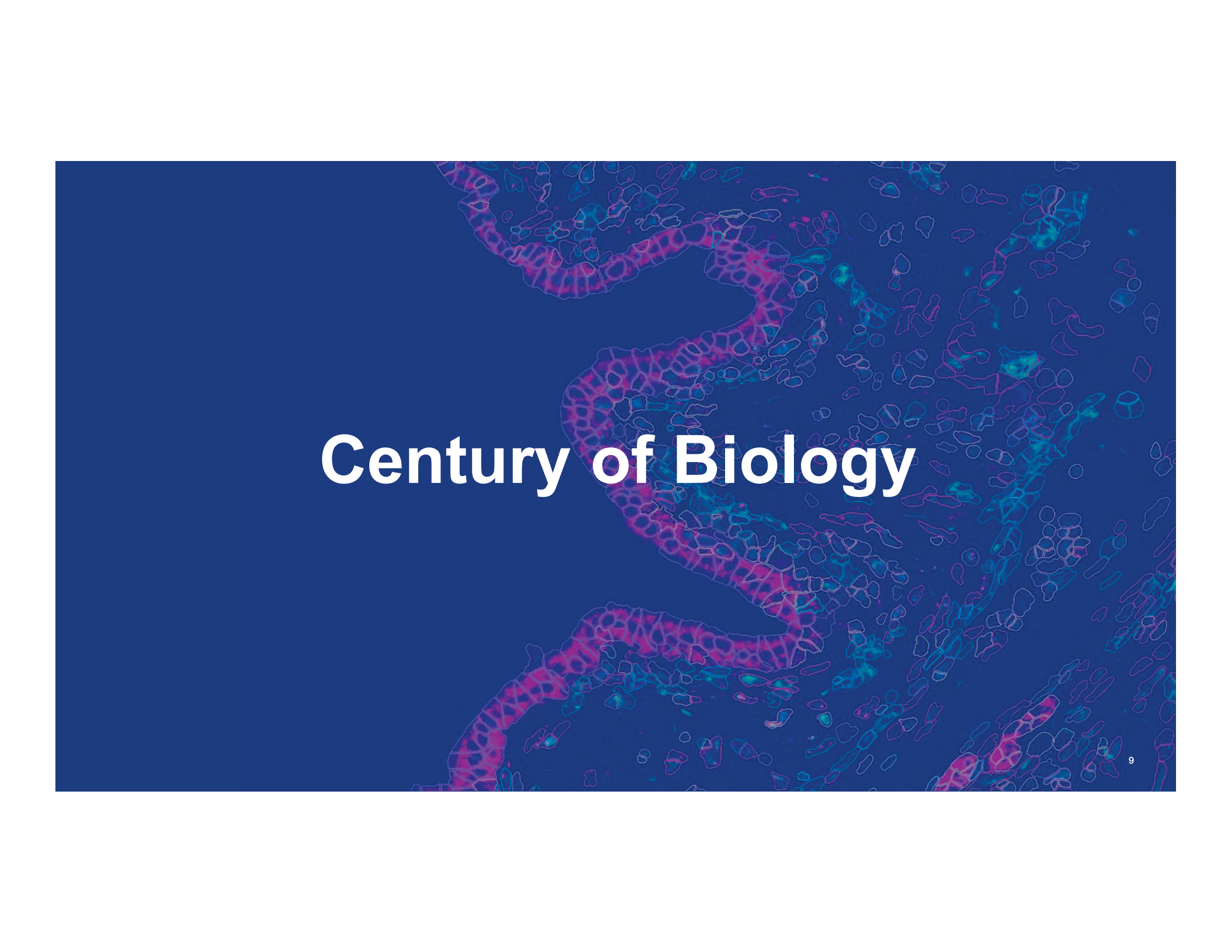


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An Exceptional Launch Year for Xenium

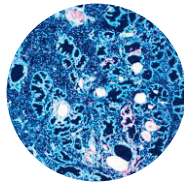
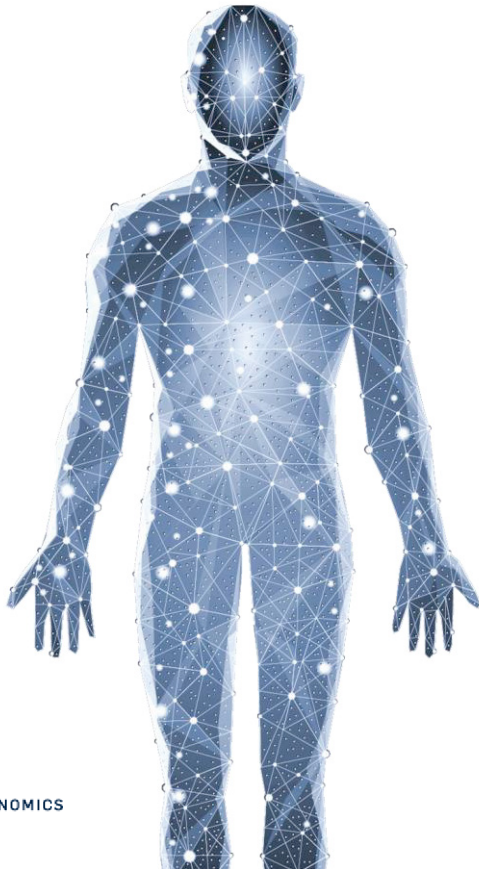
Early customer success, from install to insight



A microscopic image of plant tissue, likely a cross-section of a root or stem, stained with magenta and cyan dyes. The magenta staining highlights the cell walls, while the cyan staining highlights the nuclei. The tissue shows a clear pattern of cells, with some larger, more elongated cells and many smaller, more rounded cells. The overall structure is somewhat irregular, with various cell shapes and sizes. The text "Century of Biology" is overlaid in white, bold font in the center of the image.

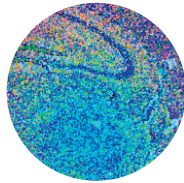
Century of Biology

Biology is Immensely Complex



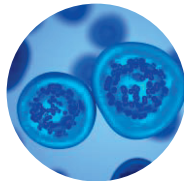
Enormous complexity within each cell

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

Proven Innovation Engine

\$1.5B+

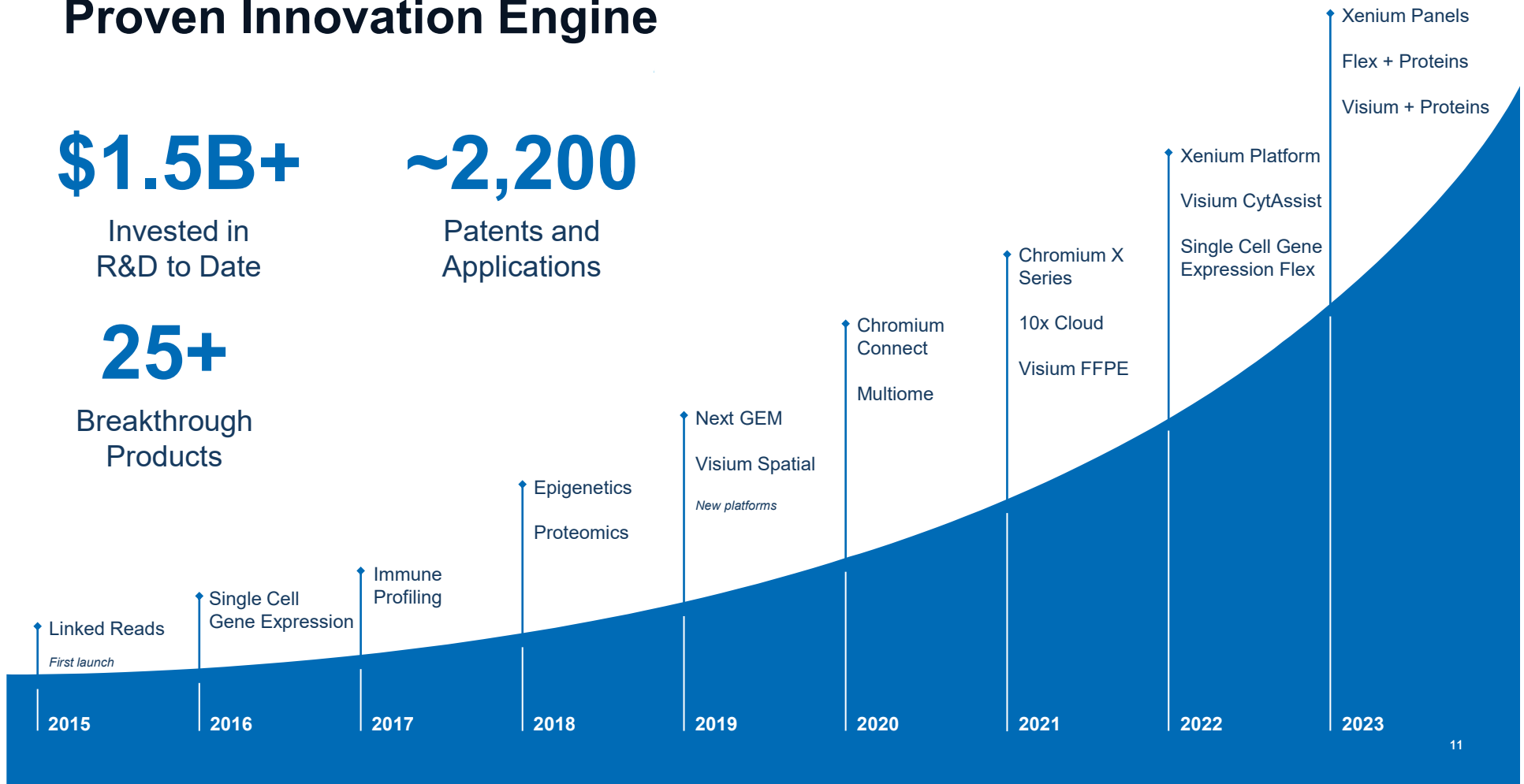
Invested in
R&D to Date

~2,200

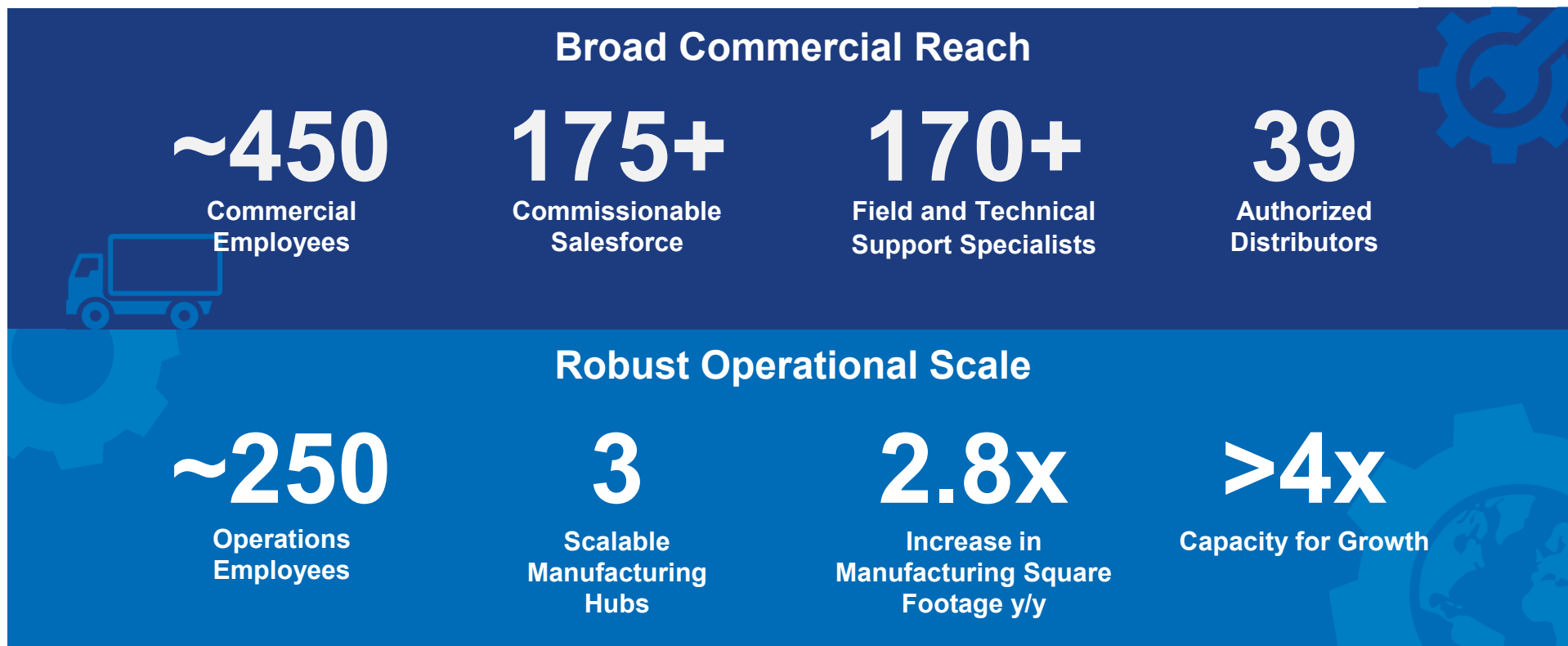
Patents and
Applications

25+

Breakthrough
Products

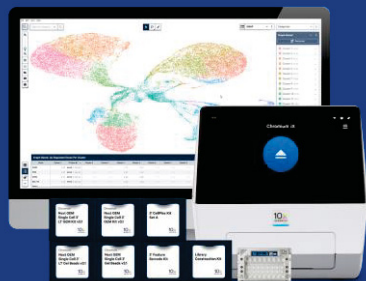


Scaled for Long-Term Growth and Impact



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

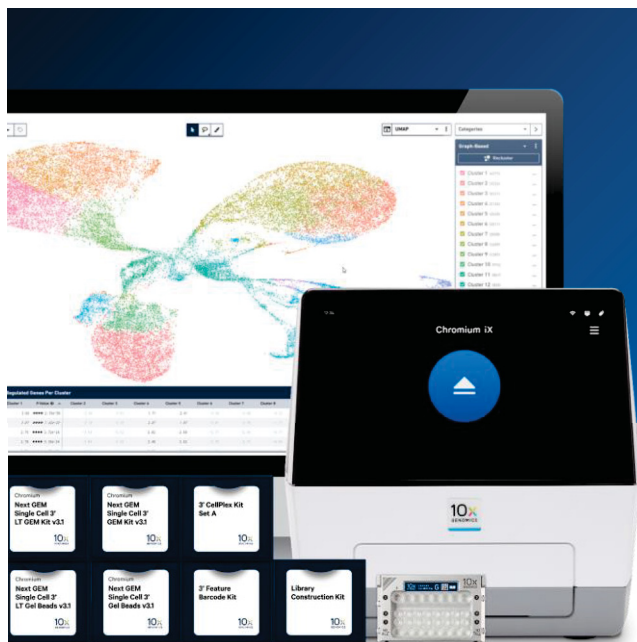
2023 Chromium
Revenue

6,500+

Chromium
Peer-Reviewed
Publications

5,150+

Cumulative Chromium
Instruments Sold



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+

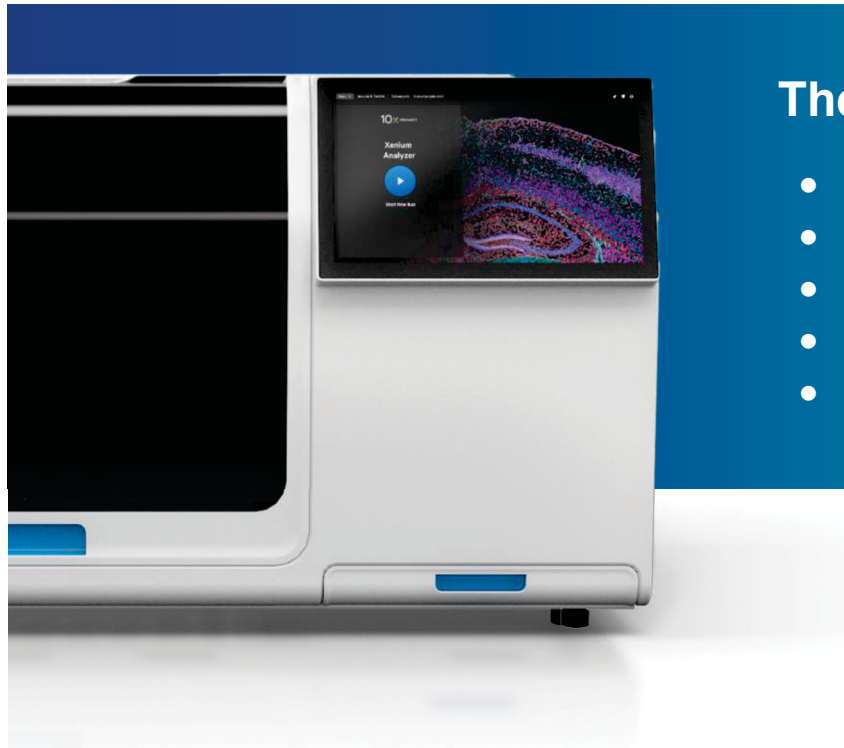
Peer-Reviewed
Publications

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

10x Platforms Produce Complementary Data

Chromium Single Cell

Visium Spatial

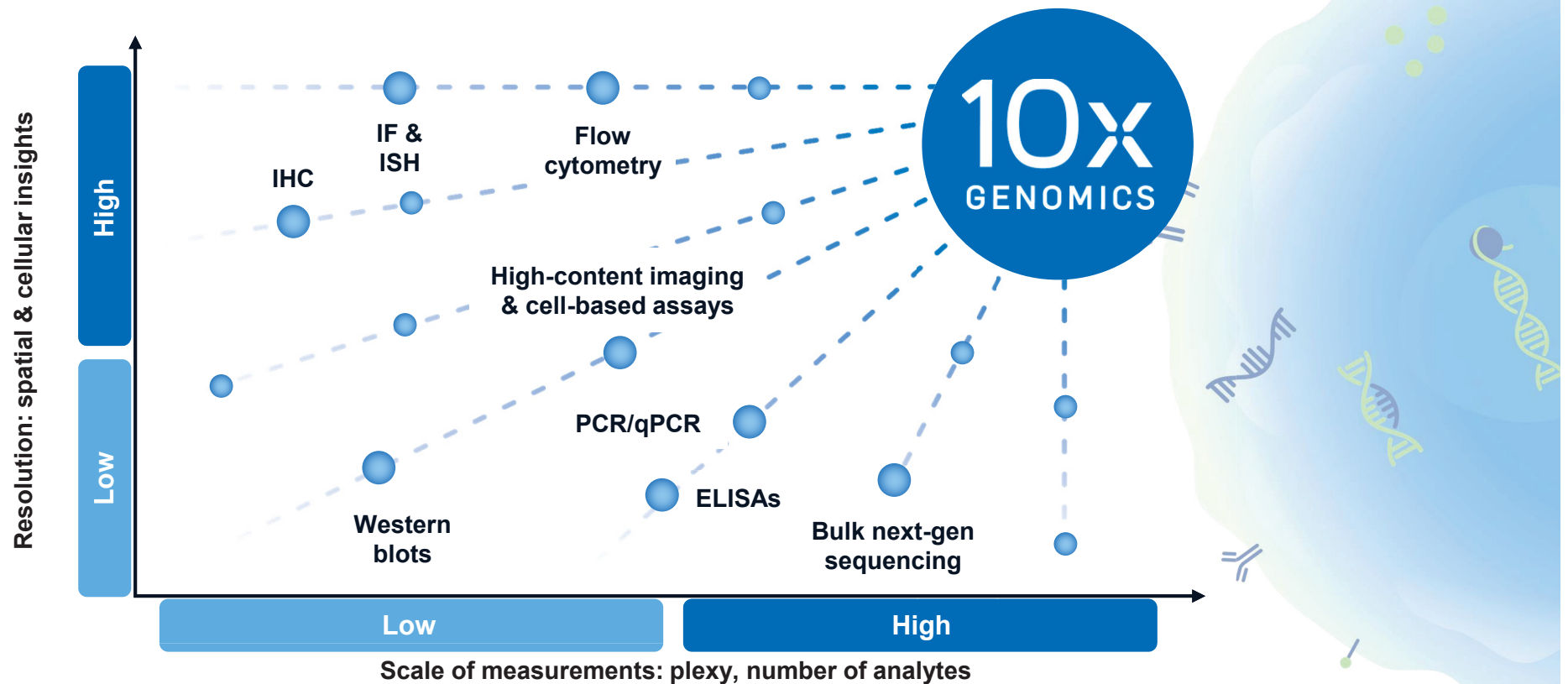


Xenium In Situ

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

Human 'Brain Cell Atlas' Brings New Insight Into Brain Health, Illness

By [HealthDay](#)
Oct. 12, 2023

Largest-ever atlas of normal breast cells brings unprecedented insights into mammary biology

MD Anderson-led study maps all normal breast cells, bringing new understanding with potential impact for breast cancer and other breast diseases

MD Anderson News Release June 28, 2023

Genetic Mechanisms

\$2B

Determine role of genetics in biological processes

[Cell Genomics](#)

Volume 3, Issue 6, 14 June 2023, 100302

A systems biology approach uncovers novel disease mechanisms in age-related macular degeneration

Genetic Mechanisms Linking Maternal Diabetes and Birth Defects Uncovered

December 3, 2023

Cellular & Molecular Biology

\$5B

Understand functions of specific gene, protein or cellular pathways

Mapping Immune Cell "Neighborhoods" in Psoriasis to Understand its Course

Posted on June 13th, 2023 by [Lawrence Tabak, D.D.S., Ph.D.](#)

Bone Loss Lessened by Blocking Abnormal Stem Cell Signal

September 28, 2023

Translational

\$7B

Apply biological learnings to improve human health

Single cell RNA-Seq and AI provide 'crystal ball' into leukaemia treatment-response

[in Commentary, Publications](#) [June 5, 2023](#)

Biomarkers of CAR T-Cell Response in Pediatric Leukemia Found

July 6, 2023

\$16B

Annual Opportunity in Research Markets

Robust Growth in Atlassing

More Atlassing; More Insights



Human
Diversity



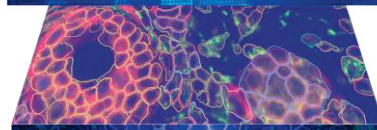
Development
and Disease



Spatial



Multiomics



Transcriptomics

10X GENOMICS

Focus of Multiple Consortia

Chan
Zuckerberg
Initiative 

\$155M
HCA-Related
Funding



BICCN

\$500M
Effort



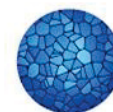
HuBMAP

\$130M
Effort to Date



SenNet

\$190M
Initial 5-year
Investment



HUMAN
CELL
ATLAS



KIDNEY PRECISION
MEDICINE PROJECT

HTAN
HUMAN TUMOR ATLAS NETWORK



Lung**MAP**

Significant Opportunity in Translational Applications

Growing translational traction...

...accelerated by the right products

New Large-Scale Multiomic Partnership

~7,000
Tumor Samples



~30%
Y/Y Increase

In translational publications or pre-prints citing 10x tools

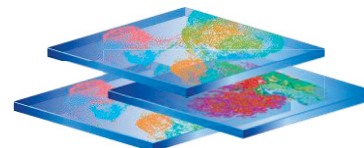
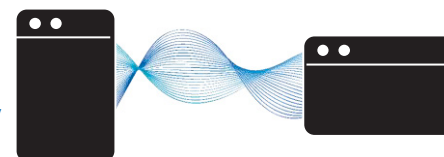
~60%
Y/Y Increase

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



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

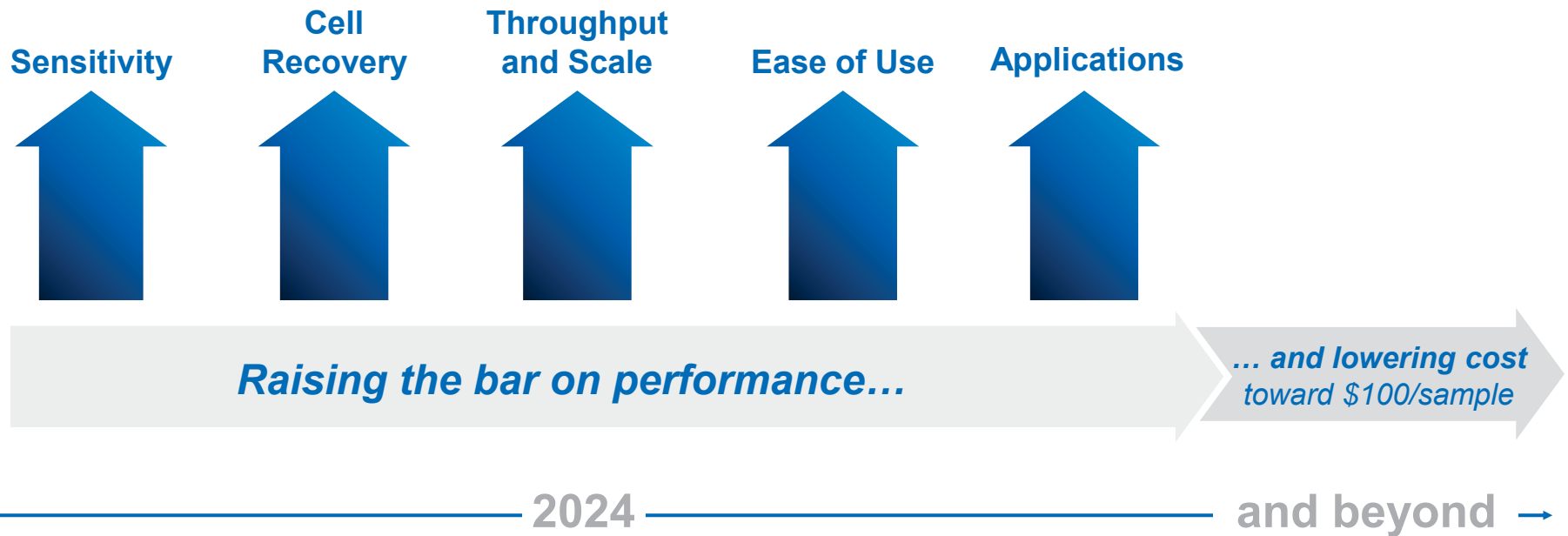
- Workflow robustness, experimental logistics
- Sample prep, sample breadth
- Data analysis, data processing, efficient insights

Lower Cost

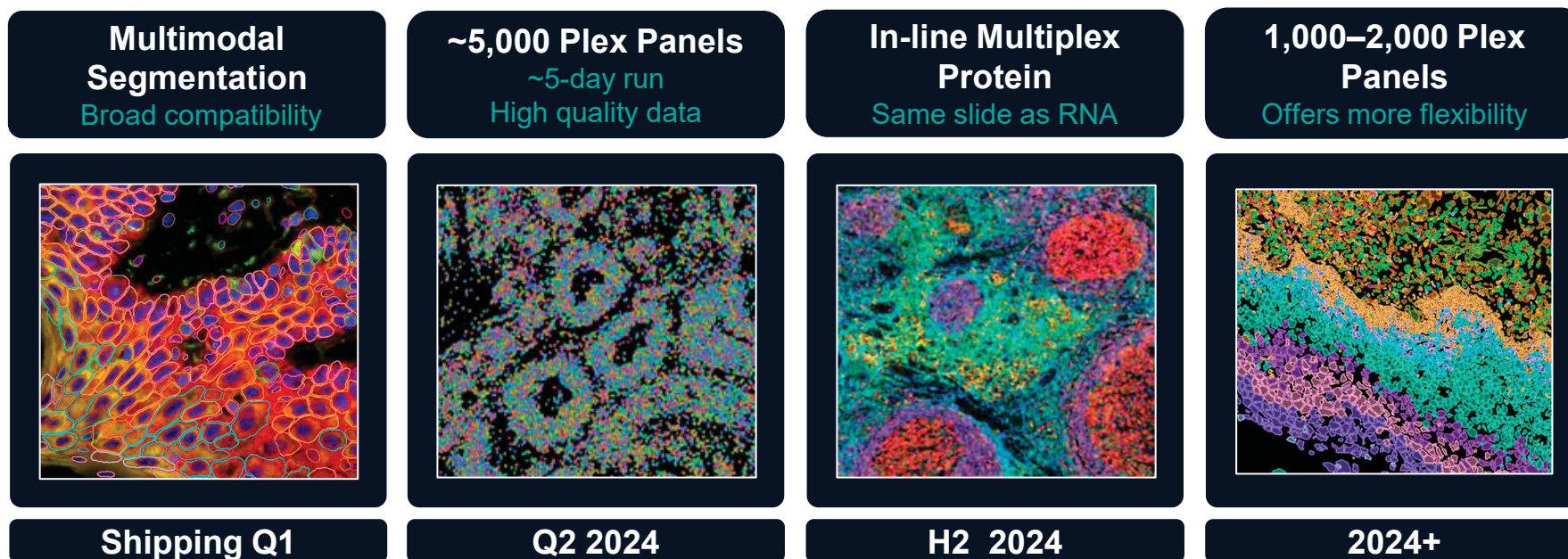
- Lower cost per cell, tissue area, sample, experiment and project



Chromium Product Development Directions



Upcoming Xenium Product Roadmap



Visium Innovation: Major Recent Advances



Launched Visium CytAssist
for best-in-class experience



**Launched Visium Gene
Expression + Protein,**
on the same section



Launched Visium FFPE v2
for improved performance

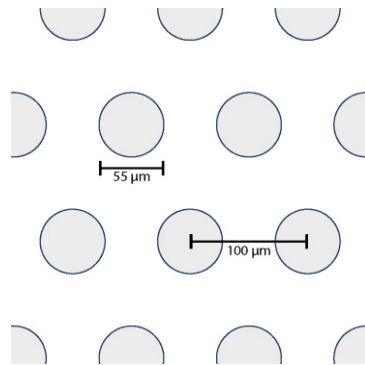


**Enabled archival slide
compatibility**



Visium HD: A Revolution in Resolution

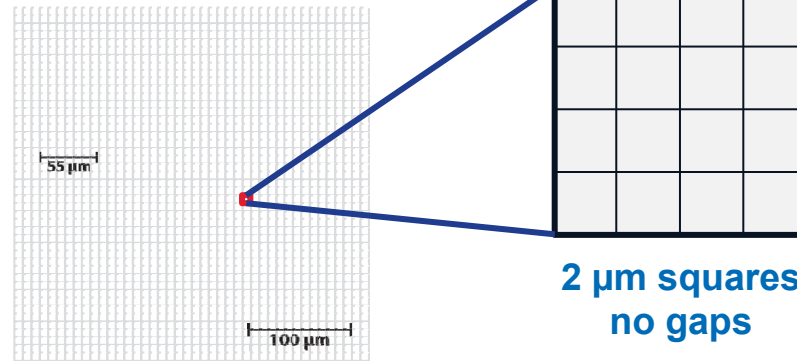
Visium



55 µm spots
Hexagonally arranged

5,000
features

Visium HD

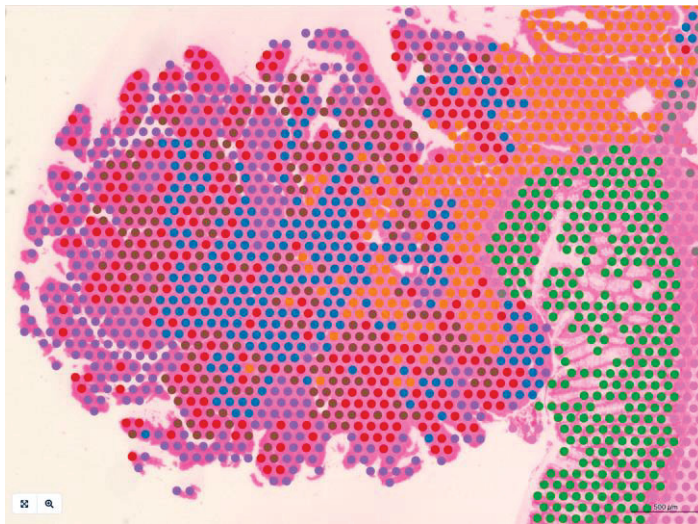


2 µm squares
Continuous grid-pattern

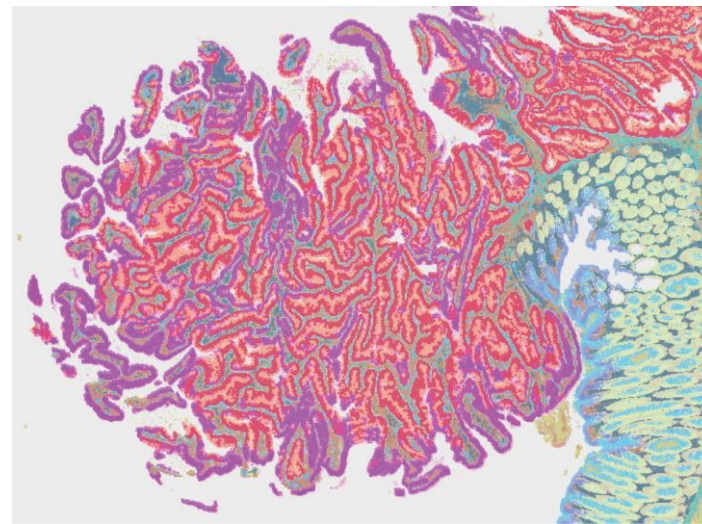
11,000,000
features

Visium HD Will Generate Stunning Data

Visium



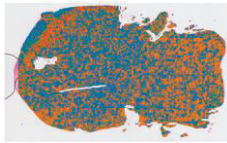
Visium HD



Visium HD: Broad Range of Samples

Human

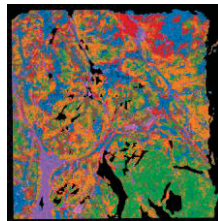
Brain normal



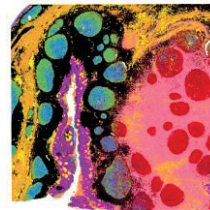
Colon, normal



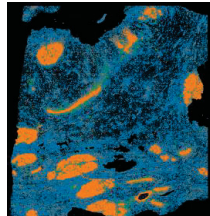
Ovarian cancer



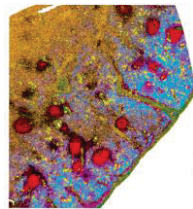
Tonsil



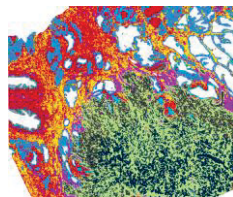
Breast, normal



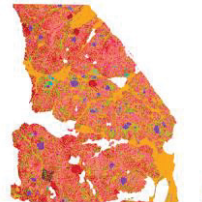
Spleen



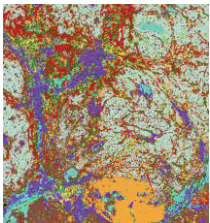
Prostate cancer



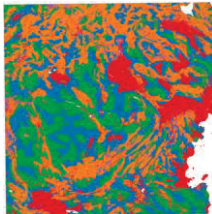
Pancreas



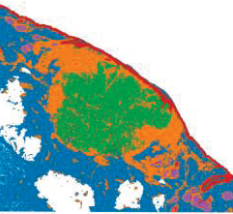
Breast cancer



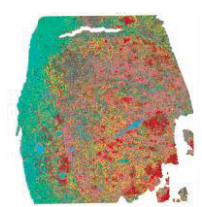
Lung cancer



Skin melanoma

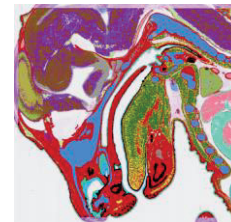


Liver cancer

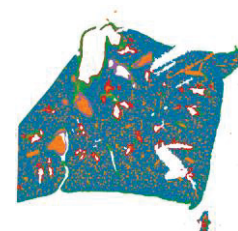


Mouse

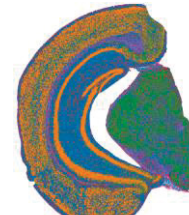
Embryo



Lung



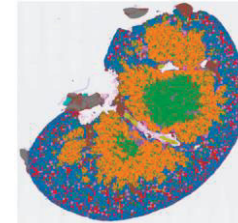
Brain



Small intestine



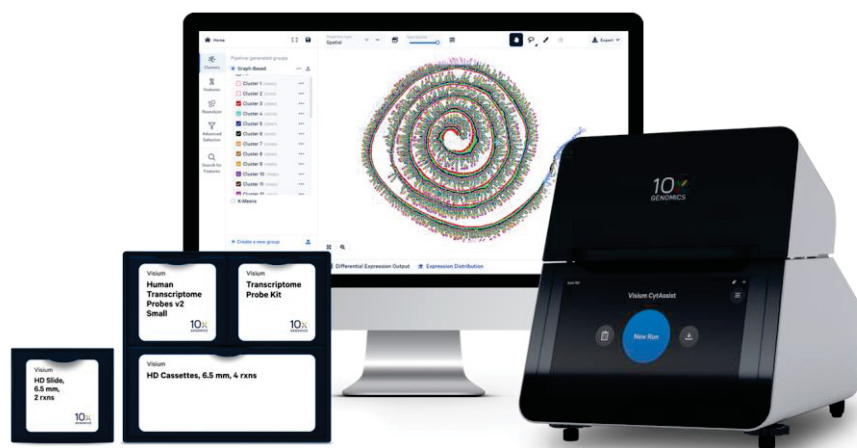
Kidney



Heart



Order Today: Visium HD Shipping This Quarter



- **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



See you at the AGBT General Meeting!

February 5–8, 2024 | Orlando, Florida

