



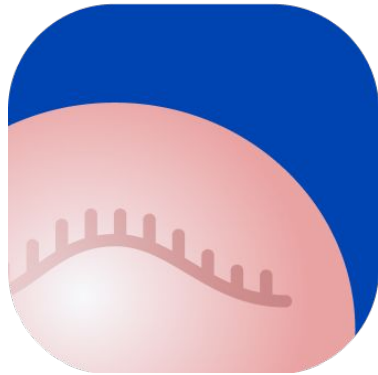
Overview of New Chromium Product Launches

10x Genomics Q3 2024 Earnings – Supplemental Materials

October 29, 2024

Introducing New Chromium Single Cell Product Families

New naming convention for our products



Universal Assays

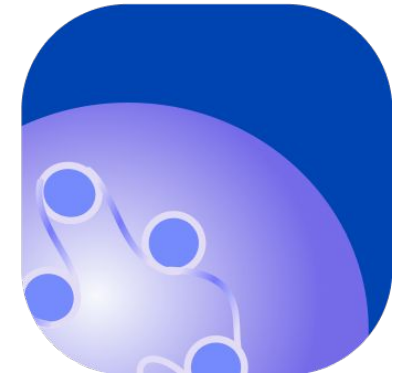
Universal 3' Gene Expression
Formerly Single Cell Gene Expression

Universal 5' Gene Expression
Formerly Single Cell Immune Profiling



Flex Assays

Flex Gene Expression
*Formerly Single Cell Gene Expression Flex
(or Fixed RNA Profiling)*



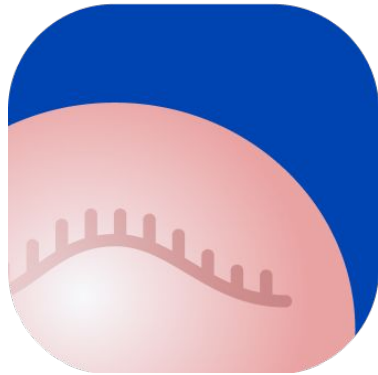
Epi Assays

Epi Multiome ATAC + Gene Expression
*Formerly Single Cell Multiome ATAC + Gene
Expression*

Epi ATAC
Formerly Single Cell ATAC

Visit <https://www.10xgenomics.com/platforms/chromium/product-family> for more information.

Chromium Single Cell Product Families



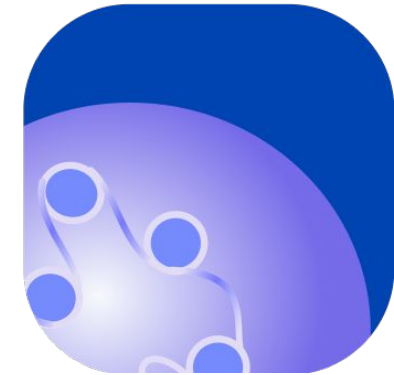
Universal Assays

- Gather broad information from diverse species (poly-A genes, isoforms, SNPs, etc.)
- RT-based assays that capture the whole transcriptome, compatible with a diverse set of species
- Multiomic options:
 - 3' and 5' gene expression
 - TCR/BCR
 - Protein
 - CRISPR



Flex Assays

- Exceptional performance with challenging samples including FFPE
- Probe-based assays that capture 18,000+ coding genes, customizable to fit project needs
- Maximum scale: 2.56M cells/run
- Multiomic options:
 - Gene expression
 - Protein
 - CRISPR

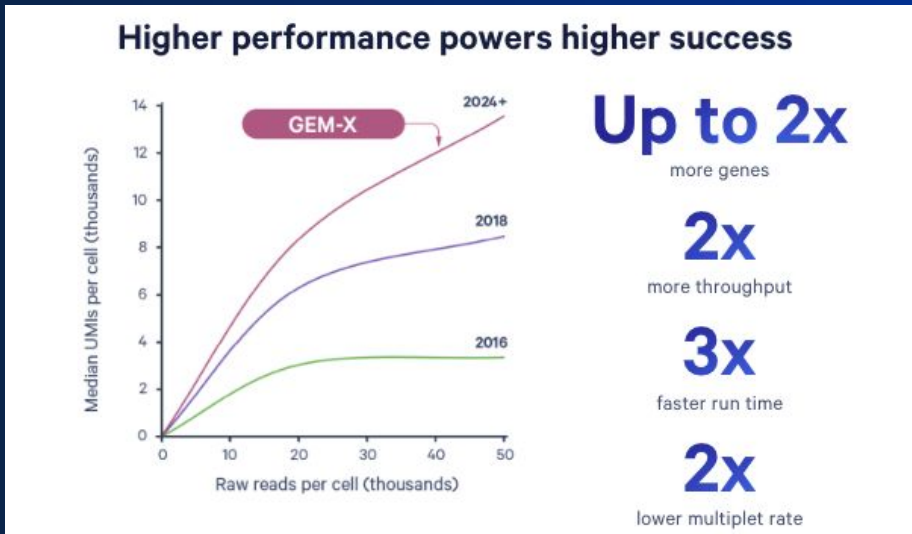


Epi Assays

- Investigate chromatin state and regulatory elements (ATAC-seq)
- Directly link 3' gene expression and epigenomic profiles from the same nucleus
- Profile up to 80,000 nuclei per run
- Multiomic options
 - Gene expression
 - Chromatin accessibility

Reminder: Our GEM-X Technology

Powering the next generation of single cell with our Universal 3' and 5' assays



- Up to **2x** more genes detected
- 2-fold increase in **cell throughput**
- **>2-fold reduction in cost per cell**
- **Enhanced data quality** with a 2-fold reduction in multiplet rate
- Recover up to **80% of cells**
- **Highly robust** with redesigned microfluidics

Began shipping in March 2024

Introducing New Chromium Single Cell Products

Expanding access to high performance single cell research

Consumables



GEM-X Flex

- Low cost per cell
- Built for mega scale
- Reduced cell input requirements



GEM-X Universal Multiplex

- Low cost per sample
- Simplified multiplexing workflow
- Broad sample compatibility

Instrument



Chromium X0

- Low barrier to entry
- Compatible with GEM-X 3' (singleplex and multiplex)
- Ability to upgrade to Chromium X



Introducing GEM-X Flex

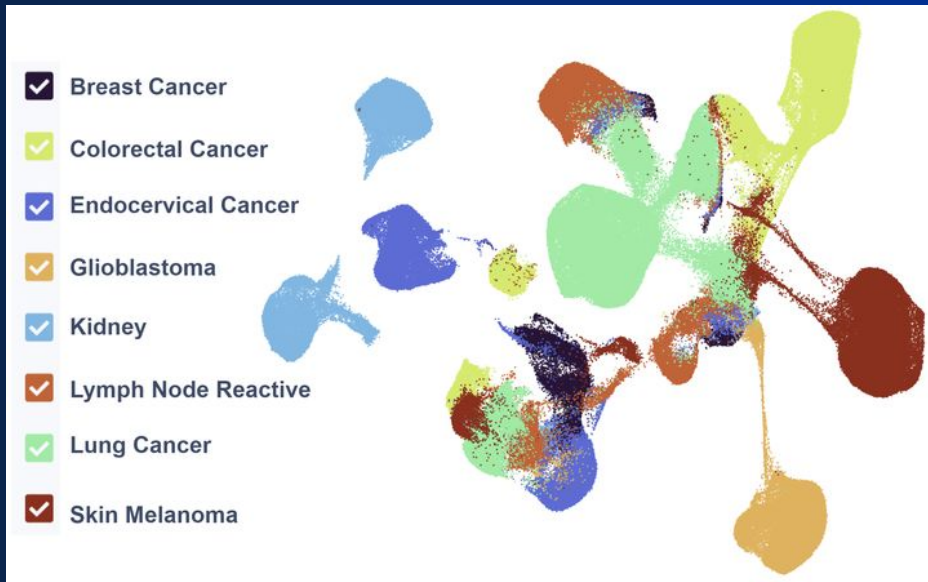
Unprecedented scale.
Ultimate flexibility.
Incredible cost savings.

NOW SHIPPING



GEM-X Flex Gene Expression

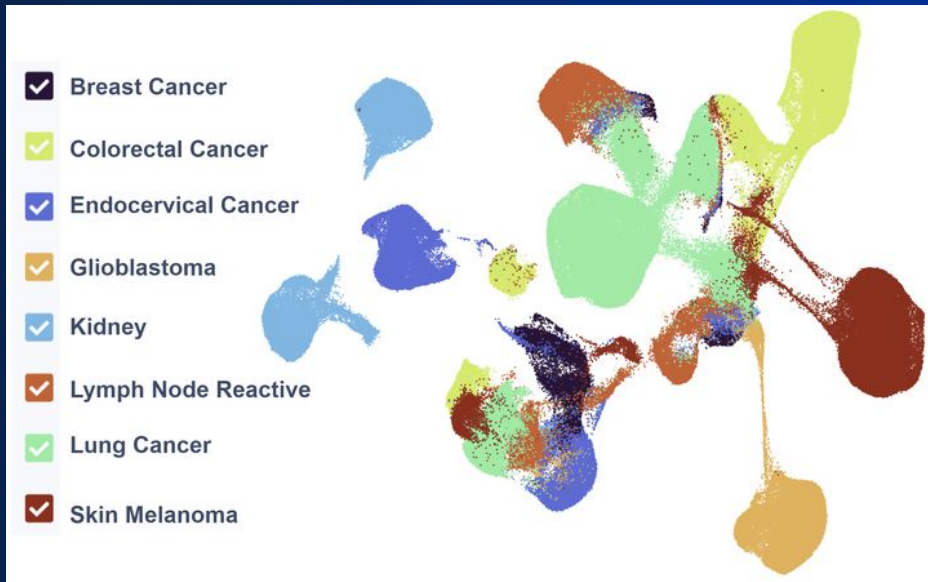
Product specifications powered by our GEM-X Technology



- **4x lower cell input recommendation:** 25K cells/sample
- **Improved cell recovery efficiency:** Up to 40% improvement during sample prep and 10% improvement during partitioning
- **Built to scale:** 2-fold increase in cell throughput
- **More cost effective:** >2-fold reduction in cost per cell
- **Enhanced data quality:** 2-fold reduction in multiplet rate
- **Improved assay robustness:** Redesigned microfluidics

GEM-X Flex Gene Expression

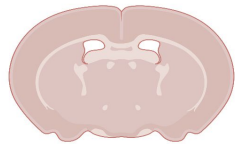
High performance, low cost, mega scale



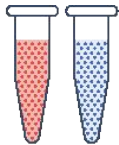
- **Efficiently partition millions of cells in less than 6 minutes**
- **Built to scale:** Up to 320,000 cells per channel, for up to 2.56M cells per run, run up to 128 samples in parallel
- **Cell size flexibility with no lower limits**
- **High cell capture rates up to 65%**
- **Low doublet rates of 0.4% per 1,000 cells**

GEM-X Flex Gene Expression – Any Sample at Any Scale

Broad sample compatibility



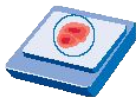
Fresh tissue
Frozen tissue



Cell suspensions
Nuclei suspensions



Whole blood



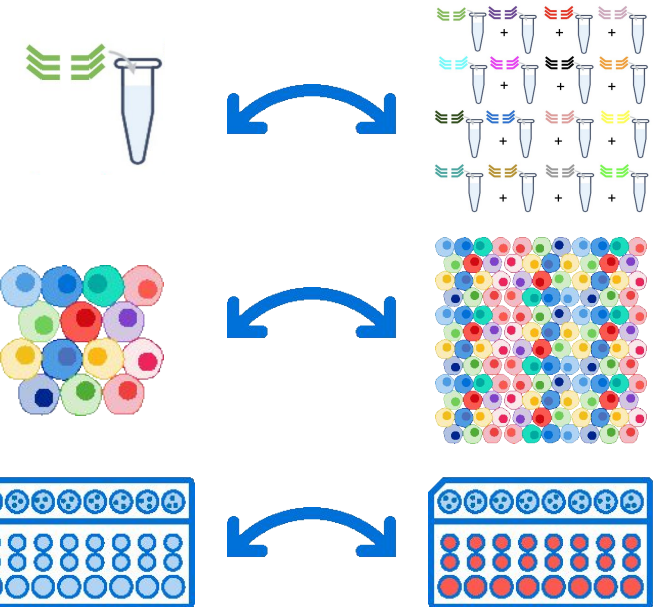
FFPE tissue

In-line multiplexing

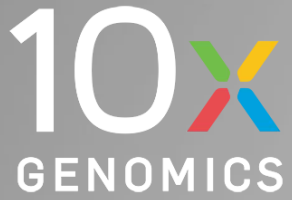


- Up to 16 samples per channel
- Up to 128 samples per chip

Flexible project input



- Up to 2.56M cells per chip
- Up to 80% cell recovery (sample preparation)
- Up to 80% cell recovery (single cell partitioning)
- Low cell input recommendations (25K cells)



Introducing GEM-X Universal Multiplex

OPEN FOR PRE-ORDER

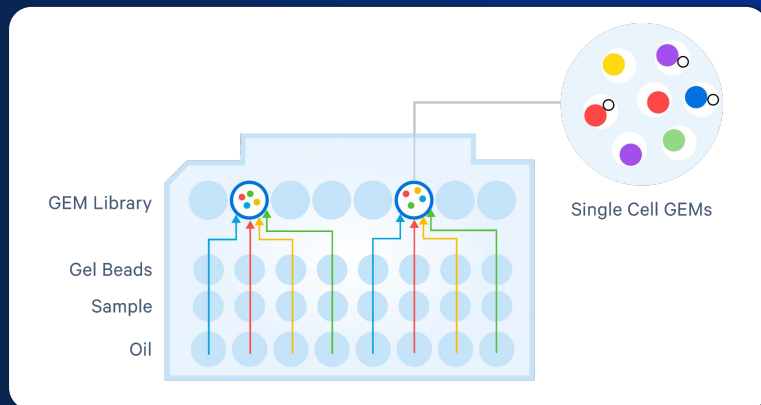
Easy, accessible single cell
multiplexing.
No extra steps.
No extra costs.



GEM-X Universal 3' and 5' Gene Expression Multiplex

Lower cost per sample with on-chip multiplexing

On-chip multiplexing workflow

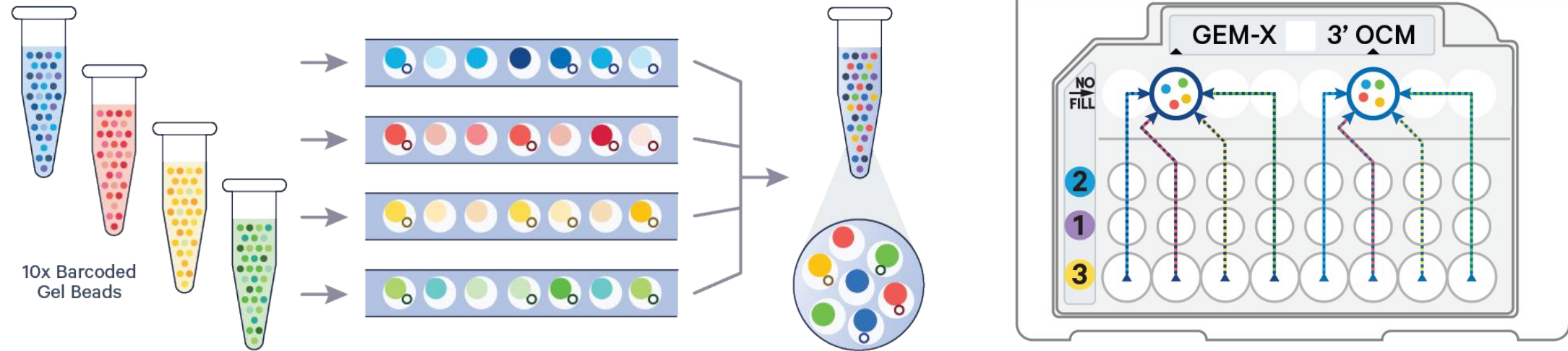


Co-partition cells from four samples, collect all GEMs in the same recovery well, and demultiplex samples computationally after sequencing

- **Unmatched GEM-X performance**
- **Significantly lower per sample cost** - process up to 8 samples and up to 40K cells/chip
 - Multiplex 4 samples per GEM reaction, 5K cells/sample
 - Analyze limited samples such as organoids or stem cells
- **Easy multiplexing** - no extra steps, no extra costs
 - High cell recovery with low cell input recommendations
 - Analyze diverse species and sample types incompatible with other multiplexing methods

GEM-X Universal Multiplex Workflow

Streamlined on-chip multiplexing (OCM) workflow



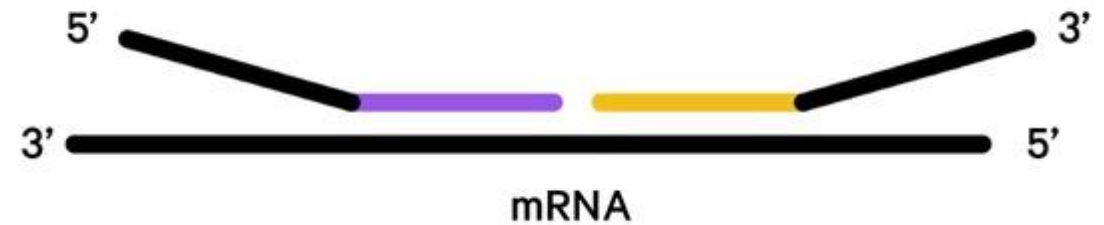
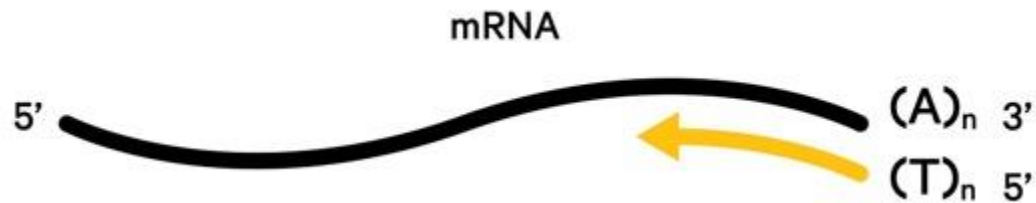
Co-partition cells from four samples, collect all GEMs in the same recovery well, and demultiplex samples computationally after sequencing

Simplified multiplexing approach

- ✓ Eliminates need for upstream sample tagging
- ✓ Flexible across different sample types (ex. non-human/mouse or nuclei)
- ✓ Supports lower cell inputs compared to traditional multiplexing methods

Recap: Our Chromium Single Cell Gene Expression Assays

Industry-leading sensitivity and robust performance for all Chromium solutions



Reverse transcription-based

GEM-X Universal 3' and 5' Gene Expression

- Broad set of information like isoforms, SNPs, etc.
- Species agnostic
- Recommended for low cell input samples

Probe-based

GEM-X Flex Gene Expression

- Easy sample batching
- Lowest cost at scale
- The only way to run single cell FFPE
- Performs well with low-quality samples



Introducing Chromium Xo

Advantage of superior reproducibility.
Low barrier to entry.
Same high performance.

NOW SHIPPING



Chromium Xo – An Affordable Entry Point to Single Cell

Performance advantages of instrument-powered single cell workflows

Reproducible results

- Automate critical steps for consistent, reproducible results and lower risk of manual errors across experiments

High performance

- Make use of every sample with cell capture efficiency of up to 80% and high gene sensitivity with GEM-X technology



Streamlined workflows

- Partition tens of thousands of cells in mere minutes
- Complete your workflow in one day, with just 3 to 4 hours of hands-on time
- Intuitive push-button interface for efficient cell processing without the hassle of cumbersome pipetting methods

**Compatible with GEM-X Universal 3'
Gene Expression
(singleplex and multiplex)**

Summary of Single Cell Instruments

	Xo	iX	X
Description	Enables 3' single cell gene expression only	Pairs with core assays and capabilities	Access to full portfolio of Chromium assays and capabilities
Assay Compatibility	GEM-X Universal <ul style="list-style-type: none"> • 3' Gene Expression • 3' Gene Expression Multiplex 	GEM-X Universal <ul style="list-style-type: none"> • 3' Gene Expression • 5' Gene Expression GEM-X Flex Gene Expression Next GEM <ul style="list-style-type: none"> • Epi Multiome ATAC + Gene Expression • Epi ATAC 	GEM-X Universal <ul style="list-style-type: none"> • 3' and 5' Gene Expression • 3' and 5' Gene Expression Multiplex GEM-X Flex Gene Expression Next GEM <ul style="list-style-type: none"> • Epi Multiome ATAC + Gene Expression • Epi ATAC
List Price	\$25,000	\$69,000	\$105,000
Upgrades & Connectivity	Upgradable to Chromium X and compatible with 10x Cloud instrument management	Upgradable to Chromium X and compatible with 10x Cloud instrument management	Compatible with 10x Cloud instrument management

Summary of Single Cell Consumables

Assay	GEM-X			Next GEM	
	Universal 3' / 5' Singleplex	Universal 3' / 5' Multiplex	Flex	3' and 5'	Flex
Maximum Cells per Channel	20,000	5,000	20,000 - 320,000	10,000	8,000 - 10,000
Cost per Sample	~\$1,480	~\$560	~\$330 - \$1,750	~\$1,650	~\$400 - \$1750
Cost per Cell	~\$0.07	~\$0.11	~\$0.01 - \$0.09	~\$0.17	~\$0.05 - \$0.17

Rethink What Chromium Can Do

Driving the next step-up in scale

Low cost assays at scale

1 cent per cell with GEM-X Flex
2 cents per cell with GEM-X Universal 3'+5'
with overloading
Low sequencing requirements
Flexible less expensive sequencing platforms

Increased and flexible throughput

5M cells per kit
256 samples per kit
Fix, batch and simple multiplex

Reliable, robust performance

Superior sensitivity and recovery
Demonstrated reproducibility and consistency
Limited cell loss and batch effects
Robust automation of partitioning and library prep

Broad multiomic + application capability

Transcriptome
Proteome and Immunome
CRISPR
Optimized for a diverse set of applications

Million to
Billion Cell
Studies

Appendix: Additional Capabilities

10x Cloud Analysis: Automated Cell Annotation

High level cell typing (e.g. T cell) creates an easy starting point for data analysis

Instant visualization in Loupe Browser without manual steps

More accurate insights with annotations from CELLxGENE database

**Beta offering available now
on 10x Cloud!**

Annotation was performed using a model that was co-developed by 10x Genomics and the Cellarium AI Lab at the Data Sciences Platform of the Broad Institute.



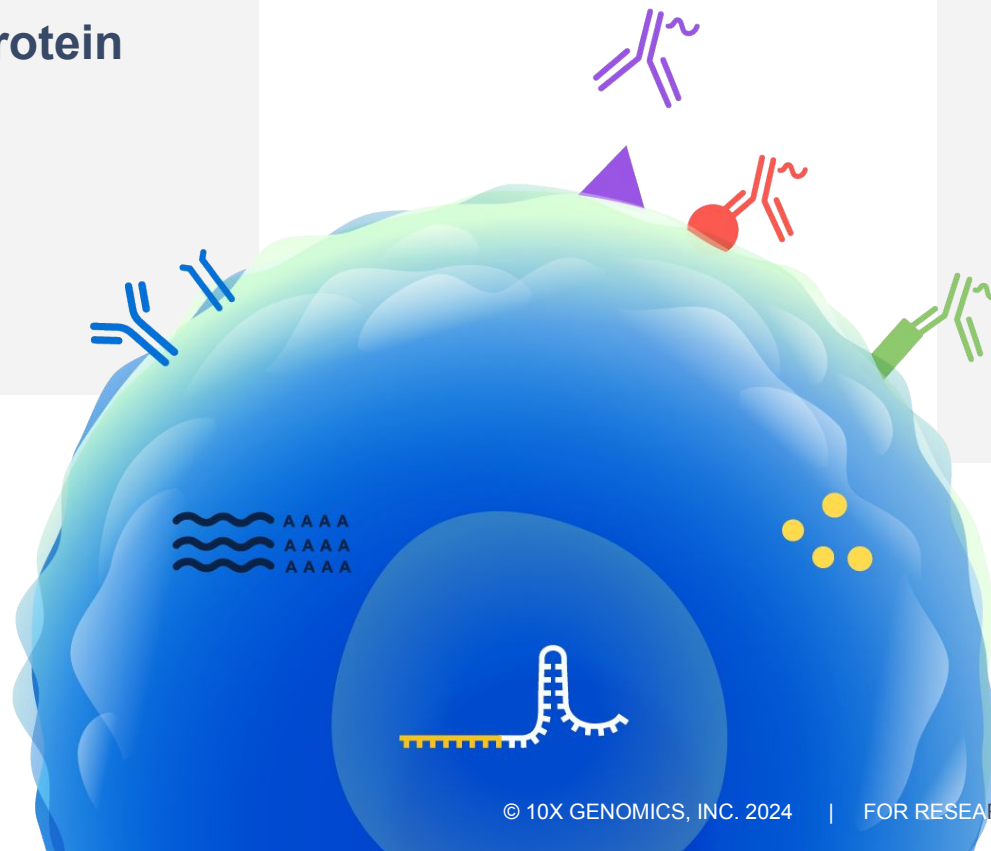
GEM-X Universal: Multiomics Now Enabled

GEM-X Universal 3' Gene Expression

- Gene Expression
- Cell Surface Protein

GEM-X Universal 5' Gene Expression

- Gene Expression
- Cell Surface Protein
- V(D)J
- CRISPR / gRNA



GEM-X Universal: Upstream Fixation Now Enabled

NEW! Demonstrated protocol for upstream fixation of human PBMCs

Simple workflow with an easy, scalable protocol consistent across users

Flexible sample processing and storage

Consistent and validated across healthy and diseased samples

Compatible with GEM-X workflows for isolated human PBMCs

- Demonstrated protocol with off-the-shelf reagents
- Optimized for improved cell recovery
- Maintains GEX and VDJ information

Increased sample stability

- Samples can be stored in fixative for at least 1 month at -80°C
- Logistics can be eased, including sample batching

DEMONSTRATED PROTOCOL CG000776 | Rev A

Cell Fixation Protocol for GEM-X Single Cell 3' & 5' Assays

Introduction

GEM-X Single Cell 3' and 5' assays with the advanced GEM-X microfluidics offer unmatched sensitivity and cell recovery efficiency for transcriptomic profiling. This document provides a fixation protocol for both freshly isolated and cryopreserved peripheral blood mononuclear cells (PBMCs) that can be used as input for compatible GEM-X 3' and 5' workflows. Fixation offers opportunities to streamline workflow processes and enhance workflow consistency.

Storage recommendations for the fixed cells and post-storage processing conditions are also provided. An overview of data derived from fixed human PBMCs processed using the GEM-X Single Cell 5' v3 workflow is shown in the Data Highlights section. See the Reference section for compatible user guides.

Additional Guidance

Isolate PBMCs as described in Demonstrated Protocol for Isolation of Leukocytes, Bone Marrow, and Peripheral Blood Mononuclear Cells for Single Cell RNA Sequencing (CG000392 Rev B).

Consult the Cell Preparation Guide (CG000053) for Tips & Best Practices during sample preparation and guidance of on determining accurate cell counts.

Tissue and cells carry potentially hazardous pathogens. Follow material supplier recommendations and local laboratory procedures and regulations for the safe handling, storage, and disposal of biological materials.

Specific Reagents & Consumables

Vendor	Item	Part Number
For Fixation		
Thermo Fisher Scientific	DSP	PG82081
	Premium grade	
	Sucrose	55-500
	10X DPBS	14-200-075
	1M MgCl2	AM9530G
	Nuclease-free Water	AM9906
Millipore Sigma	Methanol >99.9%	34860-1L-R
Thermo Fisher Scientific	Methyl sulfoxide 99.7% Extra Dry	127790025
	Tris-HCL pH 7.5	BP1757-100
	For Rehydration	
Thermo Fisher Scientific	Sodium Citrate pH 6	J61815-AK
	Nuclease-free Water	AM9906
Millipore Sigma	Albumin, Bovine Serum, 10% Aqueous Solution, Nuclease-Free	126615
	Sodium Chloride Solution	71386
	RNAse inhibitor	3335402001
	For Cell Counting	
Nexcelom Biosciences	ViaStain P1 Staining Solution	CS1-0109-SmL
	ViaStain AOP1 Staining Solution	CS2-0106-SmL
-	Automated Cell Counter	-
	See recommendations in Appendix	
Biotium	NucSpot 470	40083

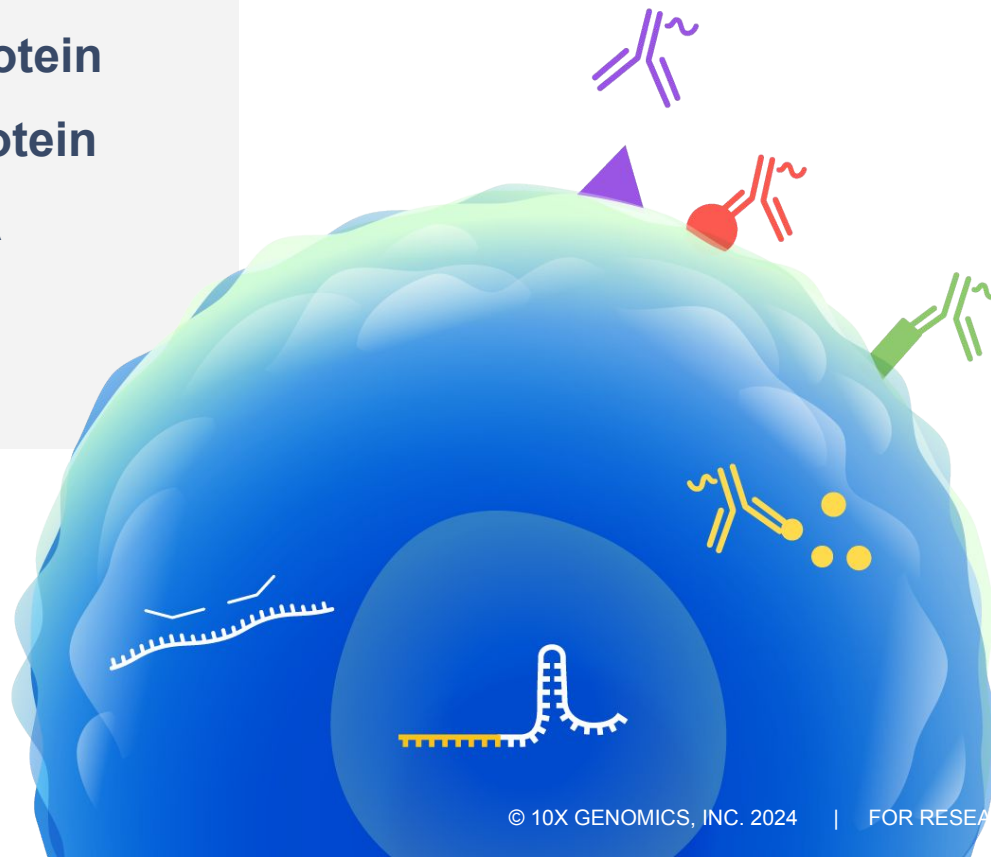
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Workflow information can be found in the [Demonstrated Protocol \(CG000776\)](#)

GEM-X Flex: Comprehensive Multiomic Analysis

GEM-X Flex Gene Expression

- Gene Expression
- Cell Surface Protein
- Intracellular Protein
- CRISPR / gRNA
(with custom probes)



GEM-X Flex: Whole Blood Fixation Now Enabled

NEW! Demonstrated Protocol for upstream whole blood fixation

Compatible with Flex workflow for human samples

- Equivalent or better assay performance compared to cells isolated from unfixed blood

Simple workflow

- Consistent across users
- Easy protocols, can be scaled

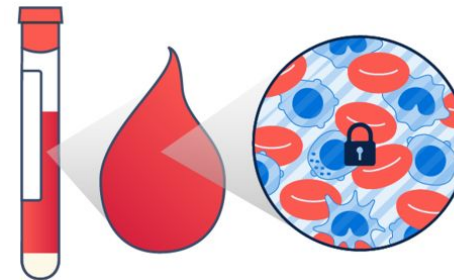
Increased sample stability

- Samples can be stored in fixative for 7 days
- Logistics can be eased, including transport

Flexibility in sample processing and storage

Enables both PBMC and leukocyte/neutrophil isolation

Consistent across healthy and diseased samples



DEMONSTRATED PROTOCOL CG000785 | Rev A

Blood Fixation and Cell Isolation for GEM-X Flex Gene Expression

Introduction

GEM-X Flex Gene Expression offers comprehensive scalable solutions to measure gene expression in single cell and nuclei suspensions that are fixed with formaldehyde. This protocol outlines fixation of blood and isolation of peripheral blood mononuclear cells (PBMCs) and leukocytes from the fixed blood for use with the GEM-X Flex Gene Expression workflow. Storage recommendations for the PBMCs isolated from fixed blood and post-storage processing conditions are also provided. An overview of data derived from fixed PBMCs and leukocytes used with the GEM-X Flex Gene Expression is also shown.

Additional Guidance

Consult the Handbook – Cell Preparation Guide (CG000653) for Tips & Best Practices during sample preparation and for more information on determining accurate cell counts.

Tissue and cells carry potentially hazardous pathogens. Follow material supplier recommendations and local laboratory procedures and regulations for the safe handling, storage, and disposal of biological materials.

Specific Reagents & Consumables

Vendor	Item	Part Number
For Fixation		
Milipore	Formaldehyde C75 by Weight/Molecular Biology, Fisher BioReagents	BP531-25
Sigma	Nuclease-free Water (not DEPC-Treated)	AM9937
Corning	Phosphate-Buffered Saline, 1X without Calcium and Magnesium	21-040-CV
For Cell Isolation		
Thermo Fisher Scientific	Invitrogen UltraPure GSM EDTA, pH 8.0	15875020
STEMCELL Technologies	EasySep Direct Human PBMC Isolation Kit	19654
	Includes:	
	• EasySep Direct Human PBMC Isolation Cocktail 2 x 2.5 mL	
	• EasySep Direct PBMCpheres 4 x 2.5 mL	
	EasySep SBC Depletion Reagent Kit	18170
	Includes:	
	EasySep SBC Depletion Reagent 10 mL	
	EasyEight EasySep Magnet	18103
	Or	
	The Big Easy EasySep Magnet	18001
10x Genomics	GEM-X Flex Sample Preparation v2 Kit	1000781
For Cell Counting		
Nexcelom Biosciences	*ViStain PI Staining Solution	CSI-0109-5mL
	*ViStain ADP Staining Solution	CSI-0106-5mL
	*Cellca MX High-throughput Automated Cell Counter	MX-112-0127
	Cellometer K2 Fluorescent Cell Counter	CMT-K2-MX-150
	PD100 Counting Chambers 1 case	CH14-PD100-003
Biotium	*NucSpot 470	40083
	Dilute 1:100 in PBS and use at 1:1 ratio with sample. Do not incubate before imaging/ counting.	

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Workflow information can be found in the Demonstrated Protocol (CG000785)

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 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.

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