

10x Genomics, Inc.
2020 Annual Meeting of Stockholders
June 15, 2020

RULES OF CONDUCT AND PROCEDURES

Welcome to the 2020 Annual Meeting of Stockholders (the “Annual Meeting”) of 10x Genomics, Inc. (the “Company”). As described in our proxy statement for the Annual Meeting, the Annual Meeting will be a completely virtual meeting, which will be conducted via live webcast. It is our desire to conduct a fair and informative Annual Meeting. To that end, we kindly ask that you observe the following Rules of Conduct and Procedures.

1. The Company’s Bylaws describe requirements for meetings of our stockholders. In accordance with the Bylaws, the Chairman of the Company’s Board of Directors will serve as Chair of the Annual Meeting and will conduct the meeting in a manner consistent with the Bylaw requirements.
2. Stockholders wishing to attend, vote or ask questions during the Annual Meeting must follow these Rules of Conduct and Procedures.
3. Because this is a meeting of our stockholders, only our stockholders of record as of the record date for the Annual Meeting are permitted to vote or submit questions while participating in the Annual Meeting. To vote or submit questions, please login as a stockholder by entering the 16-digit control number you received with your proxy materials. If you have voted your shares prior to the start of the Annual Meeting, your vote has been received by the Company’s inspector of elections and there is no need to vote those shares during the Annual Meeting, unless you wish to revoke or change your vote.
4. There are two management proposals that will be voted on at the Annual Meeting, and we will follow the Agenda as we conduct the Annual Meeting.
5. Only orderly proposals will be considered at the Annual Meeting. Under Section 2.03 of the Company’s Bylaws, in order for a stockholder proposal to have been properly brought before the Annual Meeting, the proposal was required to be submitted to the Company’s Secretary not later than the close of business on the ninetieth (90) day and not earlier than the close of business on the one hundred and twentieth (120) day prior to June 1, 2020. Since no such proposals were submitted with respect to this Annual Meeting, no such proposals will be considered.
6. If a stockholder has a question about one of the matters in the Agenda to be voted on by the stockholders at the Annual Meeting, such question may be submitted in the field provided in the web portal at or prior to the time the matters before the Annual Meeting are presented for consideration or as otherwise requested by the Chairman during the meeting. We will answer questions on matters in the Agenda to be voted on by the stockholders at the Annual Meeting before the voting is closed.
7. It will help us if questions are succinct and cover only one topic per question. Questions from multiple stockholders on the same topic or that are otherwise related may be grouped, summarized and answered together.

8. Stockholder questions are welcome, but conducting the business set out in the Agenda for the benefit of all stockholders will be paramount. The Company does not intend to address any questions that are, among other things:
 - longer than forty-five (45) seconds
 - irrelevant to the business of the Annual Meeting;
 - related to material non-public information of the Company;
 - related to personal matters or grievances;
 - derogatory or otherwise in bad taste;
 - repetitious of questions already posed by another stockholder; or
 - out of order or not otherwise suitable for the conduct of the Annual Meeting as determined by the Chair of the Annual Meeting in his reasonable judgment.
9. If there are any matters of individual concern to a stockholder and not of general concern to all stockholders, or if a question posed was not otherwise answered, such matters or questions may be raised separately after the Annual Meeting by contacting the Company's Investor Relations department at investors@10xgenomics.com.
10. Recording of the Annual Meeting is strictly prohibited.

Thank you for your cooperation and for joining the Company at the Annual Meeting.