



THE 8TH ANNUAL

Bio Investor Forum

OCTOBER 28-29, 2009 • SAN FRANCISCO



Complete Genomics

www.completegenomics.com

INTERVIEW WITH DR. CLIFFORD REID, CHAIRMAN, PRESIDENT & CEO

Q

Can you describe the top priorities or upcoming milestones for your company?

A

Complete Genomics has developed a novel approach to sequencing human DNA that is revolutionizing the human genome sequencing industry. We are starting talks with government agencies and other institutions interested in working with us to set up genome centers in the U.S. and abroad. As technology improvements lead to even more accurate, efficient and affordable sequencing solutions, it might not be too far of a stretch to think that many of us will be able to use data from our own complete personal genome sequences to make more informed decisions that will benefit our own and our family's health and quality of life.

Q

What is one aspect of your company that you feel would be most attractive or exciting to investors?

A

Our proprietary sequencing technologies allow us to deliver low-cost, high quality complete human genome sequences, on an unrivaled scale. For the first time, customers in pharmaceutical and academic laboratories can obtain access to complete human genomic data, without making a major in-house investment in instruments or computing resources. Providing researchers with complete, accurate, and affordable genomic sequence data analysis results, at a scale and cost previously unavailable, will enable advances in discovery and development. This paves the way for a new wave of diagnostics and therapeutics that will usher in the era of personalized medicine.

Q

Why was the BIO Investor Forum a strategic conference to reveal the identity and focus of your company?

A

BIO Investor Forum is a well-known, respected setting for reaching important business professionals from the pharmaceutical and life sciences space. Unlike other meetings which may focus on a specific topic or cater to financial professionals at large, presenting at last year's Seventh Annual BIO Investor Forum allowed us to showcase Complete Genomics before a select and sophisticated group of leaders from the industry, while being small enough to not get lost in the shuffle of a massive event.

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COMPLETE GENOMICS SEQUENCES HUMAN GENOMES TO PROVIDE NEW AVENUES FOR THERAPEUTIC AND DIAGNOSTIC DISCOVERY TO BENEFIT HUMAN HEALTH

- Private
- Mountain View, CA
- Founded: 2006

Complete Genomics sequenced its first genome in early 2009 and that data is publicly available in the National Center for Biotechnology Information (NCBI) database. Already, in 2009, Complete Genomics has sequenced and delivered genomes to important collaborators in academic, pharmaceutical and government research institutions. In 2010, the company intends to sequence 10,000 genomes. Complete Genomics' mission is to become the global leader in human genome sequencing. It is currently building the world's largest human genome sequencing center in California. Further expansion is planned by opening sequencing centers worldwide.

For more information about the 8th Annual BIO Investor Forum, go to investorforum.bio.org

To contact BD Customer Service, please email biopartnering@bio.org or call 866.356.5155; 1+202.962.6666



CONTINUED: INTERVIEW WITH **DR. CLIFFORD REID**,
CHAIRMAN, PRESIDENT & CEO

Q

Based on your experience, what advice would you give to other execs in biotech today?

A

Do not be afraid to think big. There are many incremental process and model improvements that could be made which would achieve significant growth and profitability for a company. That might be a safe bet, and a sure way to gain market share. However, working in biotech, where we can have a real impact on people's health and quality of life, we shouldn't be afraid of striving for vast substantive improvements - whether in developing or adopting new technologies, business models or processes. Our goal is to provide accurate, affordable DNA sequencing of human populations, enabling— for the first time—commercial-scale research of the genetic mechanisms underlying drug responses and complex diseases. And we are very focused on our mission. We do not work on plant, bacterial or viral genomes; we specialize in sequencing only human genomes on a grand scale. With our world-class multi-disciplinary team and laser-sharp focus on achieving this lofty goal, we hope to play a part in elucidating the genetic underpinnings of human disease and to enrich people's lives, now and in the future.

Q

What is the history or story behind your company name?

A

The company name, Complete Genomics, describes our business. We sequence complete human genomes, large numbers of them, to enable researchers to understand the genetic underpinnings of diseases and drug responses. Our name also speaks to the simplicity and ease of our business model: Scientists send us their DNA samples and receive back high-quality genomic sequence data results in the form of summary reports. We provide an accurate, affordable, complete genomic sequencing solution that simplifies their lives.