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Fluidigm Corp at Cantor Fitzgerald Global Healthcare Conference (Virtual)

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PRESENTATION

Charles Duncan Cantor Fitzgerald - Managing Director

Hello. Welcome to the Cantor Global Healthcare Conference for 2021. My name is Charles Duncan, and I'm a managing director and senior biotechnology analyst with firm's Equity Research department. This is -- this is day number two of our annual conference. And I have to say, this has been really a pretty wild year, this last year.

But it is a pleasure to introduce the next presenting Company that is Fluidigm. And with me today, I have the Company CEO, Christopher Linthwaite. Christopher, how are you doing today? Good to see you.

Christopher Linthwaite Fluidigm - CEO

It's nice to see you, too, Charles. I really appreciate the invitation on behalf of the Fluidigm organization to the Cantor conference.

Charles Duncan Cantor Fitzgerald - Managing Director

Well, thank you very much for joining us today. Unfortunately, at this point, I do not cover Fluidigm. So what I thought we would do is have you run through a PowerPoint presentation. Tell us a little bit about where your Company has been and where it's going. And I may interrupt to ask a few questions or hold some for the end.

Christopher Linthwaite Fluidigm - CEO

Sounds like a plan.

Charles Duncan Cantor Fitzgerald - Managing Director

Okay.

Christopher Linthwaite Fluidigm - CEO

All right, if we're ready to go, I'm going to go ahead and kick off our investor overview presentation. A copy of this presentation is available on our website at www.fluidigm.com. And I'm Chris Linthwaite, I've been the CEO at Fluidigm for just now five years.

And now this -- I think this is an important story that needs to be told because the Company has had quite an evolution over the last five years. And although it has a relatively long history, it's almost a totally new Company today than it even was five years ago.

I'm going to go into my first slide. So, during the course of this presentation, we have our standard safe harbor statements. And for a full accounting of all of these details, please refer to the list of disclosures on our public investor website page.

Our goal is to drive meaningfully -- meaningful insights into health and disease and ultimately to improve life. We believe that we'll advance human health by deploying innovative technologies. And we believe that our technologies perhaps uniquely reveal, lead to greater understanding, and address the inherent biological complexities of the diseases -- of human disease that we face today.

At our core, we're harnessing the power of two technologies. The technology on the left is what we refer to as our CyTOF technology. Rather try to explain the uniqueness of that technology, I think it's important to describe what it does. There's two different versions or deployments of this technology. In our suspension, both are single cell, that single-cell based resolution.

One of them is focused on what we call the suspension or liquefied version of looking at individual single cells, and measuring a high number of cell phenotypes and parameters and protein signatures, all at single-cell base resolution and with many, many -- very large number of parameters or measurements simultaneously. So our technology has had room up to a little more than 100 different signatures simultaneously. And we have distilled the practice today signatures above 50.



On the right are microfluidics technology, is quite powerful also and though fundamentally different. At its core, we should think about the microfluidics technology as a tool for miniaturizing and automating complex workflows. And those workflows can be DNA, RNA, or protein based. Our technology can accommodate many different sample matrices, and are all of the -- and it also allows a high level of flexibility because the technology chip can be flexed to do small numbers of samples and larger numbers of targets or questions you'd like to ask, or it can be inverted and have many different samples, indexed or cross referenced against a few number of targets.

And so we'll give some examples of how that manifests today. But the application space is quite broad. So it's everything from proteomics detection to classical gene expression and genotyping can be useful in animal health and agricultural biosciences, as well as in human health and doing things like laboratory developed tests and most recently COVID-based detection. Next slide.

Our vision, what we call our vision 2025, is to combine the power of these two core technologies and span the spectrum from discovery to diagnostics, ultimately delivering double-digit revenue growth with sustained profitability. Three elements to this strategy at our core, and we'll hit this point multiple times, is a commitment to innovation. And our innovation is in the form of new instrument platforms, and taking not just the improvements on the underlying technology and new instruments, but expanding the menu of content that's available, and matching them with informatics solutions. And ultimately, providing a more complete workflow solution with aspiration to move completely to sample or to move more and more increasingly towards sample-to-answer.

We're not going to do this alone. Partnerships is critical for us. Our technologies can read on such a broad number of applications, a number of applications that far exceed the ability for us to pursue ourselves organically in all directions. So we openly embrace partnerships, and we'll talk about how we've given some examples of those that have allowed us to create new capabilities. The capabilities to run to markets, new channels, and applied markets, and helped us even develop and subsidize the development of our technology for customized or bespoke use.

And then third, we're working on beachhead expansions. And in our context, you know, as we talk about our technology, as it's moved from the basic research and discovery fields into translational settings, we've been establishing beachheads. Positions that are going to be we think are high leverage points for the future at the intersection of translational research and clinical practice, as we work to identify which content, which applications our technology are best suited for, and how to integrate our data into the broader healthcare decision making paradigm.

And so we've been focusing increasingly more of our efforts on comprehensive cancer centers and translational centers of their equivalent around the world, as well as laboratory -- or as well as contract research organizations and testing labs for other technology. Next slide, please.

Actually, I'm advancing myself. I don't know why I'm saying that, apologies. So number of key investment highlights. So we're addressing large market opportunities. We'll unpack those here in a minute.

Our technology is proprietary. And it's been already, in evidence today, demonstrating validity and utility both in clinical settings as well as real-world operating environments. We're driving recurring revenue streams. And we, ultimately, are targeting long-term double-digit revenue growth and sustained profitability. And part of the key around the driving recurring revenue streams is moving increasingly past a box placement strategy to generating more, increasing the annuity streams related to each box placement.

We've established already, looking just retrospectively, strong validity in the hands of the translational research community. Our mass cytometry publications now exceed or almost approach about 1,600 publications in circulation. Our technology platforms are patent protected, with more than 575 issued or pending patents worldwide.

In the prior quarter, in Q2, we delivered more than \$31 million in top line revenue. And our margin profile is quite attractive. We have a manufacturing base that's global in nature, and we're based out of Northern California. And we've already penetrated 160 clinical trials.

So we're just at the beginning of the beginning, but we have strong proof points that show our technology can be relevant in the future of healthcare decision-making. Innovation alone --



Charles Duncan Cantor Fitzgerald - Managing Director

Hey, Chris. Sorry to interrupt.

Christopher Linthwaite Fluidigm - CEO

Yes, go ahead.

QUESTIONS AND ANSWERS

Charles Duncan Cantor Fitzgerald - Managing Director

As a biotech analyst, I'm really intrigued with the clinical trials application of the technology. So is there a slide in the feature whereby you list, or can you talk about some of the uses of the technology platform within the 160 clinical trials? Because, as you mentioned, the proof point, I think that that could be a catalyst for share price appreciation as some of that data is press released. Is that something you want to talk about now or in the future?

Christopher Linthwaite Fluidigm - CEO

You know, let me -- there'll be a section that's in this second section sequentially to come up and we can come back to that. There was a version of this at one point that we had the clinical trials data in there. I'm not sure it's in this presentation. So if I don't have a easy launching point to it, we can come back and revisit that discussion.

Charles Duncan Cantor Fitzgerald - Managing Director

Okay. Okay.

Christopher Linthwaite Fluidigm - CEO

But we do maintain a -- an active registry of the trial names that we're associated with. We're not always part of the design of those trials and what their ultimate end points are. So --

Charles Duncan Cantor Fitzgerald - Managing Director

Yes.

Christopher Linthwaite Fluidigm - CEO

And it's a mix of investor -- investigator-initiated trials, NPI-initiated trials. And most of the -- and for the ones that are pharmaceutical backed, we have relatively limited information on who the pharmaceutical partner, although we have pretty good read on it, but we don't have exact information on that particular area. But certainly, when we get to that.

In our most recent analyst day that we conducted back in May, and I would strongly recommend as you're doing the work and others would do the work on our Company, there's a wonderful section that's presented by one of our leading practitioners at the University of Zurich, Dr. Bernd Bodenmiller. And I think his example that he lays out highlights how a pharmaceutical partnership, the -- a number of hospital systems in Switzerland, and a major academic institution are all working together on a number of different cancer therapeutics.

And the questions they've been asking is in a real-world setting on colorectal cancer, I think breast cancer, melanoma is another, how are -- how they're throwing Foundation Medicine, FoundationOne analysis, RNA-seq, immunohistochemistry, and our suspension and our imaging mass cytometry to develop a more, perhaps, a more complete perspective on different treatment alternatives. So not looking as a classic diagnostic, but looking at as a burden of healthcare information.

Charles Duncan Cantor Fitzgerald - Managing Director

Yes.

Christopher Linthwaite Fluidigm - CEO

And then using it to cross-reference potential treatment strategies, and interventional treatment strategies. And all this has to work within a traditional two-week turnaround time integrated with the pathologists. I forgot to mention they also work with the tumor board,



the associated tumor profile or the tumor board in that particular region.

I think that's a great example, probably talking about some of the specific individual clinical trials, but seeing how a system-based deployment at scale, how it's being used now, even in real time to begin to increase the amount of information and recommended treatment alternatives for patients, to me, punctuates the potential promise of this technology.

Charles Duncan Cantor Fitzgerald - Managing Director

I agree with you. I happen to be looking at that slide deck as we're talking. So I appreciate you pointing that out.

Christopher Linthwaite Fluidigm - CEO

You're welcome. So I'll go ahead and proceed if it's okay?

Charles Duncan Cantor Fitzgerald - Managing Director

Yes, please.

Christopher Linthwaite Fluidigm - CEO

So this portion is pretty conventional. So this would be a very classic way to look at a life sciences tools Company. Our long-term growth is, you know, multiple parts in our flywheel. So instrument placements is important to us. It's the beginning of a complete flywheel effect.

We have a commitment to placing instruments and we know it's important not to just penetrate but we need to increase and radiate inside the accounts, and use the knowledge from those target segments to approach incremental target segments. And we'll talk about some of those here in a few minutes. Consumables, and recurring revenue streams from content, software, and workflows is critical to our long-term revenue stream. And we have a commitment to increasing consumables over time as it -- increasing in the total value of each construct placement.

And the final which is important is the services contracts. And so, we have a high level of attachment rate on long-term supply contract -or service contracts related to our install base. And we believe increasingly as we get closer and closer to healthcare decision-making that should be very strong, or even a stronger correlation to service attachment. And over time, I think there's other opportunities for us to continue to monetize this install base.

We have a global presence. Now this gives you a sense from us, scattershot of our technology placements, and these are all active systems. So we use a higher standard with regards to who are active accounts. We have presence in 9 of the 10 top pharma companies worldwide. The 10th pharma company is actually working through a partnership with one of our comprehensive cancer centers to do programs.

And we have penetrated more than 60% of the comprehensive cancer centers in the United States. And we're approaching a very similar level of penetration of their equivalents in Western Europe, and in China and Japan, in particular. So this is part of a concerted effort for us to place our technologies in those key translational settings, and allow the science and the trial work to begin to demonstrate how -- the importance of this technology and then help us work together to customize or adapt panels and content for very specific diseases in the future.

So first, I'll start with our microfluidics platform one of our two technology stacks. And this is important because this technology, for people who have followed Fluidigm for a number of years will recognize in effect -- it's even at the core of its name, has been around for a long time. But the way we're deploying our microfluidics technology today is quite different than it was when it was birthed 20 years ago.

And what I think is also important as we set out five years ago to work through a repositioning of this platform and to reinfuse growth and new applications and opportunities for it. And during the COVID outbreak, you saw some significant acceleration actually, and it really accelerated a key part of our business strategy for advancing and rejuvenating that technology. But I can't overstate enough that it's not a COVID story. It was -- COVID was an exemplar and a means to an end that helped accelerate plans that we had had in place for a number of years.



So part of what we've done -- to the core value proposition, the microfluidics platform, is around ease of workflow. So think about it as integrating work steps that often sit on a combination of instrument platforms, and also miniaturizing those to reduce some of the most expensive components or costs, drivers in an experiment. And delivering all that with a turnaround time that doesn't sacrifice performance.

And so -- and we have in with our chipsets an ability to do inherent scalable throughput. So you can buy one instrument platform, but use different chips to flex by your throughput needs for a specific application.

And with our newest technology offering, which we will be discussing and launching broadly, shortly, we will see a couple examples in the core here. We've lowered our CapEx in the upfront investments model and reduced the operating costs associated with this next generation technology -- renovation rather, or rejuvenation of this platform.

In addition, we've used the last two-and-a-half years or two years to access non-dilutive funding to fundamentally upgrade the microfluidics platform and bring its technology stack almost 12 years forward from where it was -- from where we had been commercializing it for the last decade. We've invested more than \$50 million of non-dilutive funding both to develop the next generation Biomark platform. We also developed a one modified version, a specified, spec-based version for a collaboration partner, which we'll talk about here shortly. And Olink proteomics.

We expanded our manufacturing capacity. And not only expanded that capacity, and using the same exact footprints to increase the footprint, but also upgraded and updated all of our manufacturing lines from those investments from -- more than 10 years ago. We used additional funds to develop sample-to-answer, we call it IFC, which we believe will further improve upon our workflow and reduce the number of manual intervention steps that were required in the technology and its open architecture in the past.

And so we're very excited about the -- this. And finally, we also developed to be submitted and work through regulatory filing both in North America and other regions around the world. And so we've gotten our technology in front of regulatory bodies. We've secured claims that were useful for COVID-based detection. And we've really started to develop a track record with these regulatory review boards, which we think reads well for the underlying technology for the years to come.

Charles Duncan Cantor Fitzgerald - Managing Director

Christopher, could you see expansion of the application for, you know, not only COVID variants, but also other infectious disease in the future?

Christopher Linthwaite Fluidigm - CEO

Yes. I think your instincts are correct. I think there's many different directions where this technology can go. And we'll actually talk about a few of them here in a minute. But --

Charles Duncan Cantor Fitzgerald - Managing Director

Okay.

Christopher Linthwaite Fluidigm - CEO

-- with regards to COVID-based detection, I think it really comes down to and none of us know exactly the future of I -- you know, you will get my personal opinion, which is COVID as a single answer is, well, you know, is -- I mean, it's good to have embedded use cases for years to come, for travel, for other requirements is getting selected. But we think over time that COVID is -- it becomes integrated in the larger panels and it becomes part of a whole diagnostic odyssey of presentation of illness and then --

Charles Duncan Cantor Fitzgerald - Managing Director

Sure.



Christopher Linthwaite Fluidigm - CEO

-- as part of that panel. And so I think that actually reads well for where our technology can enable the ability to stack more markers, more tests into the same experiments. So you can actually do -- instead of -- you can do more multiplexing on our platform, and you can unlock, you know, multiple different questions. You can potentially not just responded into COVID. You could look at mutations of interests. You could do that for surveillance purposes. You could do that if it was important for clinical diagnostics in the future, or diagnosis in the future and differential treatment strategies.

I don't know if that will tell -- if this -- you know, the science will require that in the future. But that's certainly a capability that we can unlock, in addition to things such as traditional differences between say, RSV, influenza, et cetera.

Charles Duncan Cantor Fitzgerald - Managing Director

Perfect. Thank you.

Christopher Linthwaite Fluidigm - CEO

So I think you've kind of set it up pretty well. I mean, this is a large total addressable market and it's -- we have a relatively small market share when you look at all of the potential applications for how this technology could read for years to come. One area that we haven't hit on yet will be multiplex proteomics, which is probably not an obvious one. But it's another intriguing application area that we do within a partnership.

And NGS library prep, which is also quite -- we think, going to be quite a large portion of the incremental growth market opportunity over the next five years. So at the highest level, we think we can read on potentially as much as a \$9 billion total addressable market over the next five years.

We're going to focus in three areas. So our focus is more in mid-throughput molecular diagnostics. And I'd say that our strategy is probably less about driving a lot of our own organic contents and increasingly working more in OEM and partnership-based strategies to think about embedding our technology into others who have the distribution channels and relationships in place to take it to market. And there may be some caveats to that, but that's our core strategy today.

Next generation library -- sequencing for library prep, and multiplex proteomics. All three of which have growth in either the high single digits or the double digits.

There's kind of examples of how our solution might fit. So we -- just we've been talking for the last year during this development cycle around our, what we call the next generation Biomark X, which is taking a two-box solution down to a single box solution, reducing the whole footprint to 1/6 the size of its predicates. And then not stopping there but also commercializing sample-to-answer IFCs. So areas where we can take more integrate -- more workflow, more work steps.

And we have pioneered this concept in our next generation sequencing library prep solution, allows the ability to do things like beads and cleanup and washing steps on board, not just traditional PCR, REBASE readouts. While maintaining those scalable solutions, the flexibility of assay design, a low cost structure, and an ability to work with various sample types. And we personally commercialized a very aggressively saliva-based solution. And our technology seems to be quite adept for delivering on saliva, but it does equally well in nasal swabs and blood, and other sample types.

So without going into a lot more detail in here. We also -- we see other opportunities for providing this technology into other areas and consumer genomics and say, for telemedicine and personal genomics, as well as clinical research labs, with a -- probably more of a focus in laboratory developed tests side of that equation in the near term, with an understanding that we designed the platform with the eye towards going -- towards full 510(k) clearance. And the capabilities of doing a full submission outside of an Emergency Use Authorization.

So we've been laying these foundations for a number of years. And this is where we're heading.

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And last is kind of around the OEM opportunities. And we have a number of these already in flight. We've got really a showcase one, which I'll touch on here in a second, which is the -- as I talked about in our non-dilutive funding investment that we've received, part of that was Olink proteomics, which I can discuss more openly today, now that they've gone public themselves, and they disclosed a number of these things.

So we worked initially with them on the Biomark HD. And then we worked with them over the last two years to develop a bespoke version of our instrument platform that miniaturizes and further automates, and both has a lower cost of capital for acquisition, as well as to address a series of their market needs for their product -- for their market orientation in proteomics. And so we're super excited about that. They launch it and commercialize it under their own brand name, the Signature Q100. And it -- but it has our name also on the instrument.

And so it's linked to our proprietary consumables. So we work with them on a kitted solution for that where they add reagents and we add underlying IFCs. And we serve their service, we'll provide the services for their install base. So I think it's a really exciting opportunity. It's -- should be -- it's contractually more than a decade, or it's a decade exactly. And I can see a lot of opportunities for us to grow with them both in their NGS-based solution as well as in their diagnostics.

So we're just excited about that. And really, I think it showcases how we think about ourselves as not just serving a counterparty, but also helping them unlock as we learn more the specifics of their own go to market, you know, end customer needs allows us to work together and really act almost as an extension of their research and development arm to help advance our mutual interests. Really it --

Charles Duncan Cantor Fitzgerald - Managing Director

And captures some of the value that you create, right?

Christopher Linthwaite Fluidigm - CEO

Exactly. I think it's a win-win for all of us. And so I hope it's a very natural discussion to have. And I think it's an exemplar of how we'd like to work with other companies, just like Olink proteomics to drive mutual success.

Charles Duncan Cantor Fitzgerald - Managing Director

And there are others out there that you're contemplating, correct?

Christopher Linthwaite Fluidigm - CEO

There are others we can't talk about -- we have others --

Charles Duncan Cantor Fitzgerald - Managing Director

Yes.

Christopher Linthwaite Fluidigm - CEO

-- already underway, but we're not at liberty to discuss others. But we're open for business. And so anyone that's out there watching this, I'd say we, you know, we'd like to have an opportunity to talk with you about how this technology can be mapped up with your own go to market strategies, or end cases or end user cases that you're interested in serving. We really want to be the Company that's easier to do business within this regard, and to have a lot of flexible business model strategies for achieving mutual gain.

I think in the interest of time, I probably need to keep moving a little bit. This kind of hits the key innovation that we've infused into this portfolio over the last few years. You can see the new sleek state-of-the-art instrument platform with the Biomark X in the center on the right. And then one version of our chip here, and some of the key features and benefits of that.

A little bit time just to -- and I'm going to make sure -- what do we have, about five minutes left?



Charles Duncan Cantor Fitzgerald - Managing Director

Yes.

Christopher Linthwaite Fluidigm - CEO

Okay.

Charles Duncan Cantor Fitzgerald - Managing Director

Yes.

Christopher Linthwaite Fluidigm - CEO

So this will be -- I'll try to just hit on the key slides I think for this, so bear with me as I move through. So we're really focused on -- this is our mass cytometry and we're going to first -- focus first on the cytometry portion, which is the suspension-based version of our technology platform.

It's a large market, it's a growing market. We serve -- and as you can see here, academic research centers, pharma, CRO, hospitals and clinics and clinical and translational research, with greater market penetration as an earlier technology in the academic and translational research centers. And we have a lot of work to do, but we see a huge future for our growth in clinical and translational, and ultimately, in the hospital and clinical testing.

This gives you a sense of our market penetration today. So it's relatively modest. In academic and medical centers, we've had great penetration, and that's deliberate. That was the beginning of our journey that we see playing out over many years here.

So just -- I mean, this is the basic setup. And these are the goals that we've set out for ourselves over the coming five years, increased penetration in each of those customer segments, with a disproportionate amount of near term focus on the academic and medical translational centers, pharma and CROs.

Most recently, this summer, we introduced the fourth generation platform of CyTOF that we call the CyTOF XT. Super excited about this. The value proposition is pretty simple, reduce total cost of ownership, automated setup and data acquisition. In this case, it's -- with run times, as long as 23 to 24 -- 23 hours. More can triples the potential pull through on the platform on a week to week or like I said on a net basis.

And it's -- also has -- it's been designed with an eye towards higher volume studies with automated loading associated with it and a simpler user interface. And also reduces some of the support costs as term in the form of gassing, electrical, and we've also put the chiller on board and quieted down the instrument. So we're really pleased with the progress we've made here. And we're not done. This is the core technology platform, but we have other components that will continue to add for the whole ecosystem. And we have placed, as of the last public announcement, seven systems since launch in June, or the summertime.

So this gives you the key value propositions. So we did all of this improvements. And we also reduced the ASPs for the platform. So we're really kind of trying to drive clearly into this market that this technology is affordable. And it's affordable on all dimensions, not just in the acquisition costs, but in the operational costs, it reduces the need, in our perspective, it's no longer required a dedicated operator, as well as increasing the sample throughput per platform.

We've matched that with innovation and we have a long roadmap of consumables. These are examples of one of those consumables, live-cell barcoding. Our most important impactful program has been the Maxpar Direct Immune Profiling Assay, which has really been a showcase for showing how you can display deep profiling of 35 different immune cell populations all in a single of experiment, just add blood, analyze the data in five minutes. And that's taken this technology from an experience where five or six years ago it might have taken weeks or months to do that same experiment.



This just colors -- just touches a little bit on the clinical trials numbers. As you've seen them develop, I don't think we have time to go into detail, but it doesn't break it out. So my apologies for that.

Charles Duncan Cantor Fitzgerald - Managing Director

We like that.

Christopher Linthwaite Fluidigm - CEO

And this is part of the commitment to innovation for this portfolio. Probably the last minute here, unless you ever want to have that last minute. What do you have, a minute? A minute and a half?

Charles Duncan Cantor Fitzgerald - Managing Director

Well, let me -- let me ask you, if we're talking in a year, what will you be most proud of accomplishing over the course of the coming year?

Christopher Linthwaite Fluidigm - CEO

I'll be most proud of? There's a lot of ways to answer that. I tell you, you know, there's -- you know, clearly from a business lever's perspective, I mean, driving sustained growth is critical. So it's -- part of this is around establishing investor confidence that it isn't just a great story but this team, these businesses can execute.

So I really want to look back, and success for me would be delivering that sustained growth profile. And we've all been wrestling with the challenges of -- the near term challenges of the COVID distortion of the universe. And it's not as if it's over, there's still a lot of things that are going on. There's summer headwinds and summer tailwinds and it's just a different operating environment that we've had. But despite that, we need to figure out ways to grow.

And so, continuing our journey on unit placements and setting metrics that we don't disclose publicly but we talk about internally in terms of instrument placements, getting those placements into the key centers, nurturing those trials and seeing and establishing more increasing number of those, as well as continuing our commitment to innovation and getting these new products out that are on our roadmap. These are all things that I will look back on in the rear-view mirror a year from now to measure our success as a team.

And then I just take huge energy from hearing the stories in the translational centers and the hospital settings about the people that we're helping to impact. And that also equally drives, I think, a lot of joy and privilege -- not -- privilege in the wrong way. I'm honored and humbled to have this opportunity to be able to serve this community. I think if we do all that right, then we're going to create a really valuable enterprise in here in the years to come.

Charles Duncan Cantor Fitzgerald - Managing Director

Excellent overview. Christopher, thank you for sharing the Fluidigm story with us today. Good luck on the coming year. We'll look forward to following up with you.

Christopher Linthwaite Fluidigm - CEO

Got it. Thank you again. Bye.

Charles Duncan Cantor Fitzgerald - Managing Director

Bye.



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