

NOVO NORDISK A S  
Form 6-K  
February 12, 2013

---

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

---

**FORM 6-K**

---

**REPORT OF FOREIGN PRIVATE ISSUER**

Pursuant to Rule 13a-16 or 15d-16  
of the Securities Exchange Act of 1934

**February 11, 2013**

---

**NOVO NORDISK A/S**

(Exact name of Registrant as specified in its charter)

**Novo Allé**

**DK- 2880, Bagsvaerd**

**Denmark**

(Address of principal executive offices)

---

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F

Form 20-F  Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes  No

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g-32(b):82-\_\_\_\_\_



**Novo Nordisk A/S – Share repurchase programme**

**Bagsværd, Denmark, 11 February 2013** – On 31 January 2013 Novo Nordisk initiated a share repurchase programme in accordance with the provisions of the European Commission's regulation no 2273/2003 of 22 December 2003, also referred to as the Safe Harbour rules.

Under the programme Novo Nordisk will repurchase B shares for an amount up to DKK 3.0 billion in the period from 31 January 2013 to 29 April 2013.

Since the announcement as of 31 January 2013, the following transactions have been made under the programme:

|  | <b>Number of<br/>shares</b> | <b>Average<br/>purchase price</b> | <b>Transaction value,<br/>DKK</b> |
|--|-----------------------------|-----------------------------------|-----------------------------------|
| <b>Accumulated, last<br/>announcement</b>  | <b>0</b>                    |                                   | <b>0</b>                          |
| 31 January 2013                            | 49,233                      | 1,021.28                          | 50,280,678                        |
| 1 February 2013                            | 46,005                      | 1,031.60                          | 47,458,579                        |
| 4 February 2013                            | 51,275                      | 1,054.46                          | 54,067,539                        |
| 5 February 2013                            | 45,000                      | 1,060.56                          | 47,725,200                        |
| 6 February 2013                            | 50,297                      | 1,070.12                          | 53,823,650                        |
| 7 February 2013                            | 50,000                      | 1,074.28                          | 53,714,245                        |
| 8 February 2013                            | 42,500                      | 1,069.36                          | 45,447,766                        |
| <b>Accumulated under<br/>the programme</b> | <b>334,310</b>              |                                   | <b>352,517,656</b>                |

Transactions related to Novo Nordisk's incentive programmes have resulted in a net sale by Nordisk of 783,652 B shares in the period from 31 January 2013 to 8 February 2013. The shares in these transactions were not part of the Safe Harbour repurchase programme.

**Novo Nordisk A/S**  
Investor Relations  
Novo Allé  
2880 Bagsværd  
Denmark

Telephone:  
+45 4444 8888  
Internet:  
[www.novonordisk.com](http://www.novonordisk.com)

CVR no:  
24 25 67 90



With the transactions stated above, Novo Nordisk owns a total of 17,992,667 treasury shares, corresponding to 3.2% of the share capital. The total amount of shares in the company is 560,000,000 including treasury shares.

Novo Nordisk expects to repurchase B shares for an amount up to DKK 14.0 billion during a 12 month period beginning 31 January 2013. As of 8 February 2013, Novo Nordisk has repurchased a total of 334,310 B shares equal to a transaction value of DKK 352,517,656.

*Novo Nordisk is a global healthcare company with 90 years of innovation and leadership in diabetes care. The company also has leading positions within haemophilia care, growth hormone therapy and hormone replacement therapy. Headquartered in Denmark, Novo Nordisk employs approximately 35,000 employees in 75 countries, and markets its products in more than 180 countries. Novo Nordisk's B shares are listed on NASDAQ OMX Copenhagen (Novo-B). Its ADRs are listed on the New York Stock Exchange (NVO). For more information, visit [novonordisk.com](http://novonordisk.com).*

## Further information

### Media:

|                      |                 |  |
|----------------------|-----------------|--|
| Anne Margrethe Hauge | +45 4442 3450   | <a href="mailto:amhg@novonordisk.com">amhg@novonordisk.com</a> |
| Ken Inchausti (US)   | +1 609 514 8316 | <a href="mailto:kiau@novonordisk.com">kiau@novonordisk.com</a> |

### Investors:

|                         |                 |  |
|-------------------------|-----------------|--|
| Kasper Roseeuw Poulsen  | +45 4442 4303   | <a href="mailto:krop@novonordisk.com">krop@novonordisk.com</a> |
| Frank Daniel Mersebach  | +45 4442 0604   | <a href="mailto:fdni@novonordisk.com">fdni@novonordisk.com</a> |
| Lars Borup Jacobsen     | +45 3075 3479   | <a href="mailto:lbpj@novonordisk.com">lbpj@novonordisk.com</a> |
| Jannick Lindegaard (US) | +1 609 786 4575 | <a href="mailto:jlis@novonordisk.com">jlis@novonordisk.com</a> |

**Novo Nordisk A/S**  
Investor Relations

Novo Allé  
2880 Bagsværd  
Denmark

Telephone:  
+45 4444 8888  
Internet:  
[www.novonordisk.com](http://www.novonordisk.com)

CVR no:  
24 25 67 90

Company announcement No 13 / 2013



## **SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf of the undersigned, thereunto duly authorized.

Date: February 11, 2013

NOVO NORDISK A/S

Lars Rebien Sørensen,

President and Chief Executive Officer