

NOVO NORDISK A S  
Form 6-K  
April 03, 2014  
UNITED STATES

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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FORM 6-K

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REPORT OF FOREIGN PRIVATE ISSUER

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

April 1, 2014

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NOVO NORDISK A/S  
(Exact name of Registrant as specified in its charter)

Novo Allé  
DK- 2880, Bagsvaerd  
Denmark  
(Address of principal executive offices)

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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

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Bagsværd, Denmark, 1 April 2014 – On 30 January 2014, 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. This programme is part of the overall share repurchase programme of up to DKK 15.0 billion to be executed during a 12-month period beginning 30 January 2014.

Under the programme initiated 30 January 2014, Novo Nordisk will repurchase B shares for an amount up to DKK 3.6 billion in the period from 30 January 2014 to 29 April 2014.

Since the announcement as of 24 March 2014, the following transactions have been made under the programme:

Number of shares		Average purchase price	Transaction value, DKK
Accumulated, last announcement	8,966,000		2,163,074,270
24 March 2014	250,000	240.77	60,191,350
25 March 2014	245,000	240.21	58,850,715
26 March 2014	220,000	239.72	52,738,576
27 March 2014	220,000	242.45	53,339,858
28 March 2014	248,000	246.25	61,069,975
31 March 2014	240,000	246.71	59,210,520
Accumulated under the programme	10,389,000		2,508,475,264

Transactions related to Novo Nordisk’s incentive programmes have resulted in a net sale by Novo Nordisk of 22,540 B shares in the period from 24 March 2014 to 31 March 2014. 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

Company announcement  
No 21 / 2014

Page 2 of 2

With the transactions stated above, Novo Nordisk owns a total of 114,201,901 B shares of DKK 0.20, corresponding to 4.2% of the share capital, as treasury shares. The total amount of A and B shares in the company is 2,750,000,000 including treasury shares.

Novo Nordisk expects to repurchase B shares for an amount up to DKK 15.0 billion during a 12-month period beginning 30 January 2014. As of 31 March 2014, Novo Nordisk has repurchased a total of 10,881,995 B shares equal to a transaction value of DKK 2,613,281,071.

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

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therapy. Headquartered in Denmark, Novo Nordisk employs approximately 38,000 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

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Company announcement  
No 21 / 2014

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: April 1, 2014

NOVO NORDISK A/S

Lars Rebien Sørensen,  
President and Chief Executive Officer