

NOVO NORDISK A S  
Form 6-K  
May 13, 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

May 12, 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

Bagsværd, Denmark, 12 May 2014 – On 1 May 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

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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 1 May 2014, Novo Nordisk will repurchase B shares for an amount up to DKK 4.0 billion in the period from 1 May 2014 to 5 August 2014.

Since the announcement as of 1 May 2014, the following transactions have been made under the programme:

|                                 | Number of B<br>shares | Average<br>purchase price | Transaction<br>value, DKK |
|---------------------------------|-----------------------|---------------------------|---------------------------|
| Accumulated, last announcement  | -                     |                           | -                         |
| 1 May 2014                      | 250,000               | 238.81                    | 59,702,800                |
| 2 May 2014                      | 265,000               | 239.35                    | 63,428,757                |
| 5 May 2014                      | 250,000               | 235.99                    | 58,998,275                |
| 6 May 2014                      | 285,000               | 237.41                    | 67,661,337                |
| 7 May 2014                      | 280,000               | 234.95                    | 65,784,712                |
| 8 May 2014                      | 252,000               | 232.22                    | 58,518,659                |
| 9 May 2014                      | 250,000               | 233.67                    | 58,416,750                |
| Accumulated under the programme | 1,832,000             |                           | 432,511,290               |

Transactions related to Novo Nordisk's incentive programmes have resulted in a net sale by Novo Nordisk of 138,755 B shares in the period from 1 May 2014 to 9 May 2014. The shares in these transactions were not part of the Safe Harbour repurchase programme.

With the transactions stated above, Novo Nordisk owns a total of 20,435,146 B shares of DKK 0.20, corresponding to 0.8% of the share capital, as treasury shares. The total amount of A and B shares in the company is 2,650,000,000 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 9 May 2014, Novo Nordisk has repurchased a total of 17,265,995 B shares equal to a transaction value of DKK 4,137,199,426.

Novo Nordisk is a global healthcare company with more than 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 40,000 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> |
|----------------------|---------------|--|

##### Investors:

|                             |                 |  |
|-----------------------------|-----------------|--|
| Kasper Roseeuw Poulsen      | +45 3079 4303   | <a href="mailto:krop@novonordisk.com">krop@novonordisk.com</a> |
| Jannick Lindegaard Denholt  | +45 3079 8519   | <a href="mailto:jlis@novonordisk.com">jlis@novonordisk.com</a> |
| Lars Borup Jacobsen         | +45 3075 3479   | <a href="mailto:lbpj@novonordisk.com">lbpj@novonordisk.com</a> |
| Daniel Bohsen               | +45 3079 6376   | <a href="mailto:dabo@novonordisk.com">dabo@novonordisk.com</a> |
| Frank Daniel Mersebach (US) | +1 609 235 8567 | <a href="mailto:fdni@novonordisk.com">fdni@novonordisk.com</a> |

|                    |               |  |             |
|--------------------|---------------|--|-------------|
| Novo Nordisk A/S   | Novo Allé     | Telephone:   | CVR no:     |
| Investor Relations | 2880 Bagsværd | +45 4444 8888  | 24 25 67 90 |
|                    | Denmark       | Internet:  |             |
|                    |               | <a href="http://www.novonordisk.com">www.novonordisk.com</a> |             |

Company announcement  
No 33 / 2014

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## 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: May 12, 2014

NOVO NORDISK A/S

Lars Rebien Sørensen,  
Chief Executive Officer