

NOVO NORDISK A S  
Form 6-K  
March 11, 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

March 10, 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, 10 March 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 3 March 2014, the following transactions have been made under the programme:

Number of shares		Average purchase price	Transaction value, DKK
Accumulated, last announcement	5,403,000		1,272,419,312
3 March 2014	243,000	253.74	61,659,014
4 March 2014	215,000	256.48	55,143,824
5 March 2014	223,000	258.67	57,684,101
6 March 2014	235,000	258.04	60,640,505
7 March 2014	235,000	255.08	59,944,740
Accumulated under the programme	6,554,000		1,567,491,495

Transactions related to Novo Nordisk’s incentive programmes have resulted in a net sale by Novo Nordisk of 67,685 B shares in the period from 3 March 2014 to 7 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	CVR no: 24 25 67 90
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With the transactions stated above, Novo Nordisk owns a total of 110,476,101 treasury shares, corresponding to 4.0% of the share capital. The total amount of 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 7 March 2014, Novo Nordisk has repurchased a total of 7,046,995 B shares equal to a transaction value of DKK 1,672,297,302.

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 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.

Further information

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Investor Relations

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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: March 10, 2014

NOVO NORDISK A/S

Lars Rebien Sørensen,  
President and Chief Executive Officer