

NOVO NORDISK A S
Form 6-K
April 03, 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

April 2, 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-_____

Status regarding Novo Nordisk's holding of its own shares (31 March 2013)

Bagsværd, Denmark, 2 April 2013 – In continuation of the company's announcements dated 9 November 2013 and 31 January 2013 concerning planned share repurchase programmes, and pursuant to Section 204.25 of the New York Stock Exchange Listed Company Manual, this is to report that Novo Nordisk A/S (NYSE: NVO) and its wholly-owned affiliates on 31 March 2013 owned 19,658,329 of its own B shares of DKK 1, corresponding to a total nominal value of DKK 19,658,329 or 3.5% of the total share capital.

In the first quarter of 2013 a total of 3,076,143 B shares were repurchased, and 834,490 B shares were disposed of to employees in connection with employee incentive programmes.

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.

Further information

Media:

Anne Margrethe Hauge
Ken Inchausti (US)

+45 4442 3450
+1 609 514 8316

amhg@novonordisk.com
kiou@novonordisk.com

Investors:

Kasper Roseeuw Poulsen
Frank Daniel Mersebach
Lars Borup Jacobsen

+45 4442 4303
+45 4442 0604
+45 3075 3479

krop@novonordisk.com
fdni@novonordisk.com
lbpj@novonordisk.com

Jannick Lindegaard (US)

+1 609 786 4575

jlis@novonordisk.com

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

Telephone:
+45 4444 8888
Telefax:
+45 4444 6626

Internet:
www.novonordisk.com
CVR no:
24 25 67 90

Company announcement No 25 / 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: April 2, 2013

NOVO NORDISK A/S

Lars Rebien Sørensen,

President and Chief Executive Officer