NOVO NORDISK A S
Form 6-K
March 20, 2012

**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

**March 20, 2012**

_____

**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 [X] 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 [X]

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

Company Announcement

19 March 2012

Novo Nordisk A/S – Share repurchase programme

On 2 February 2012 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 2.5 billion in the period from 2 February 2012 to 25 April 2012.

Since the announcement as of 12 March 2012, the following transactions have been made under the programme:

| | **Number of shares** | **Average purchase price** | **Transaction value, DKK** |
|---|---|---|---|
| **Accumulated, last announcement** | **1,543,000** | | **1,192,425,296** |
| 12 March 2012 | 55,000 | 802.74 | 44,150,898 |
| 13 March 2012 | 55,000 | 806.00 | 44,329,830 |
| 14 March 2012 | 55,000 | 807.51 | 44,412,940 |
| 15 March 2012 | 55,000 | 800.48 | 44,026,604 |
| 16 March 2012 | 55,000 | 802.53 | 44,138,952 |
| **Accumulated under the programme** | **1,818,000** | | **1,413,484,519** |

Transactions related to Novo Nordisk's incentive programmes have resulted in a net sale by Novo Nordisk of 18,608 B shares in the period from 12 March 2012 to 16 March 2012. The

shares in these transactions were not part of the Safe Harbour repurchase programme.




| | | | | |
|---|---|---|---|---|
| **Novo Nordisk A/S** | Novo Allé | Telephone: | Internet: | CVR no: |
| Investor Relations | 2880 Bagsværd | +45 4444 8888 | novonordisk.com | 24256790 |
| | Denmark | Telefax: | | |
| | | +45 4444 6626 | | |

With the transactions stated above, Novo Nordisk owns a total of 26,772,627 treasury shares, corresponding to 4.6% of the share capital. The total amount of shares in the company is 580,000,000 including treasury shares.

Novo Nordisk expects to repurchase B shares worth DKK 12.0 billion during a 12 month period beginning 2 February 2012. As of 16 March 2012, Novo Nordisk has repurchased a total of 1,818,000 B shares equal to a transaction value of DKK 1,413,484,519.

*Novo Nordisk is a global healthcare company with 89 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 32,700 employees in 75 countries, and markets its products in more than 190 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

Tel: (+45) 4442 3450

amhg@novonordisk.com

Investors:

Klaus Bülow Davidsen

Tel: (+45) 4442 3176

klda@novonordisk.com

Frank Daniel Mersebach

Tel: (+45) 4442 0604

fdni@novonordisk.com

Lars Borup Jacobsen

Tel: (+45) 3075 3479

lbpj@novonordisk.com

*In North America:*
Ken Inchausti

Tel: (+1) 609 514 8316

Jannick Lindegaard

Tel: (+1) 609 786 4575

kiau@novonordisk.com jlis@novonordisk.com




| | | | | |
|---|---|---|---|---|
| **Novo Nordisk A/S** | Novo Allé | Telephone: | Internet: | CVR no: |
| Investor Relations | 2880 Bagsværd | +45 4444 8888 | novonordisk.com | 24256790 |
| | Denmark | Telefax: | | |
| | | +45 4444 6626 | | |

# 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 20, 2012

NOVO NORDISK A/S

Lars Rebien Sørensen,

President and Chief Executive Officer