

NOVO NORDISK A S
Form 6-K
October 30, 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

October 30, 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-_____

Novo Nordisk A/S – Share repurchase programme

Bagsværd, Denmark, 30 October 2013 – On 8 August 2013, 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 14.0 billion to be executed during a 12-month period beginning 31 January 2013.

Under the programme initiated 8 August 2013, Novo Nordisk has repurchased B shares for an amount of DKK 2.5 billion in the period from 8 August 2013 to 29 October 2013. The programme initiated 8 August 2013 is thereby concluded.

Since the announcement as of 21 October 2013, the following transactions have been made under the programme:

	Number of shares	Average purchase price	Transaction price value, DKK
Accumulated, last announcement	2,307,000		2,177,464,014
21 October 2013	44,000	952.87	41,926,170
22 October 2013	49,000	964.06	47,238,906
23 October 2013	49,000	971.84	47,620,170
24 October 2013	45,000	976.79	43,955,537
25 October 2013	50,000	983.46	49,173,160
28 October 2013	50,000	984.98	49,248,870
29 October 2013	43,870	988.66	43,372,334
Accumulated under the programme	2,637,870		2,499,999,161

With the transactions stated above, Novo Nordisk owns a total of 18,880,918 treasury shares, corresponding to 3.4% of the share capital. The total amount of shares in the company is 550,000,000 including treasury shares.

Novo Nordisk A/S Novo Allé Telephone: CVR no:
Investor Relations 2880 +45 4444 8888 24 25 67 90
Bagsværd
Denmark Internet:
www.novonordisk.com

Company announcement No 67 /
2013

Page 2 of 2

Novo Nordisk expects to repurchase B shares for an amount up to DKK 14.0 billion during a 12-month period beginning 31 January 2013. As of 29 October 2013, Novo Nordisk has repurchased a total of 11,438,443 B shares equal to a transaction value of DKK 10,999,998,670.

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 36,000 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 +45 4442 3450 amhg@novonordisk.com
Ken Inchausti (US) +1 609 514 8316 kiau@novonordisk.com

Investors:

Kasper Roseeuw Poulsen +45 4442 4303 krop@novonordisk.com
Frank Daniel Mersebach +45 4442 0604 fdni@novonordisk.com
Lars Borup Jacobsen +45 3075 3479 lbpj@novonordisk.com
Daniel Bohsen +45 3079 6376 dabo@novonordisk.com
Jannick Lindegaard (US) +1 609 786 4575 jlis@novonordisk.com

Novo Nordisk A/S Novo Allé Telephone: CVR no:
Investor Relations 2880 +45 4444 8888 24 25 67 90
Bagsværd
Denmark Internet:
www.novonordisk.com

Company announcement No 67 /
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.

NOVO NORDISK A/S

Date: October 30, 2013 Lars Rebien Sørensen,

President and Chief Executive Officer