

NOVO NORDISK A S
Form 6-K
November 20, 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

November 18, 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, 18 November 2013 – On 31 October 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 31 October 2013, Novo Nordisk will repurchase B shares for an amount up to DKK 2.8 billion in the period from 31 October 2013 to 28 January 2014.

Since the announcement as of 11 November 2013, the following transactions have been made under the programme:

| | Number of shares | Average purchase price | Transaction value, DKK |
|--|-------------------------|-------------------------------|-------------------------------|
| Accumulated, last announcement | 327,500 | | 304,337,782 |
| 11 November 2013 | 50,000 | 949.24 | 47,461,780 |
| 12 November 2013 | 47,000 | 947.77 | 44,545,129 |
| 13 November 2013 | 45,000 | 956.39 | 43,037,618 |
| 14 November 2013 | 46,000 | 962.40 | 44,270,395 |
| 15 November 2013 | 47,000 | 965.96 | 45,400,336 |
| Accumulated under the programme | 562,500 | | 529,053,040 |

Transactions related to Novo Nordisk’s incentive programmes have resulted in a net sale by Novo Nordisk of 41,850 B shares in the period from 11 November 2013 to 15

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

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November 2013. 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 19,055,294 treasury shares, corresponding to 3.5% of the share capital. The total amount of shares in the company is 550,000,000 including treasury shares.

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 15 November 2013, Novo Nordisk has repurchased a total of 12,000,943 B shares equal to a transaction value of DKK 11,529,051,711.

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 37,000 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

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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.

NOVO NORDISK A/S

Date: November 18, 2013 Lars Rebien Sørensen,

President and Chief Executive Officer