

NOVO NORDISK A S
Form 6-K
January 14, 2014

**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

January 13, 2014

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, 13 January 2014 – 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 23 December 2013, the following transactions have been made under the programme:

| Number of Average Transaction | shares | purchase price | value, DKK | Accumulated, last announcement |
|--------------------------------------|----------------------|--|-------------------|---|
| 9,388,055 | 1,800,000,081 | 2 January 2014 265,000 200.77 | 53,204,792 | 3 January 2014 240,000 203.66 48,877,656 |
| | | 6 January 2014 275,000 205.08 | 56,396,945 | 7 January 2014 265,000 205.43 54,439,613 |
| | | 8 January 2014 265,000 207.51 | | 54,990,044 |
| | | 9 January 2014 265,000 209.64 | 55,553,593 | 10 January 2014 265,000 210.20 55,702,417 |
| | | Accumulated under the programme | 11,228,055 | 2,179,165,141 |

With the transactions stated above, Novo Nordisk owns a total of 104,692,025 treasury shares, corresponding to 3.8% of the share capital. The total amount of shares in the company is 2,750,000,000 including treasury shares.

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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 10 January 2014, Novo Nordisk has repurchased a total of 69,420,270 B shares equal to a transaction value of DKK 13,366,985,811.

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

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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: January 13, 2014

NOVO NORDISK A/S

Lars Rebien Sørensen,

President and Chief Executive Officer