

# Company Announcement

1 November 2010

## Novo Nordisk A/S – Share repurchase programme

On 27 October 2010 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 1.4 billion in the period from 27 October 2010 to 23 December 2010.

Since the announcement as of 27 October 2010, the following transactions have been made under the programme:

	<b>Number of shares</b>	<b>Average purchase price</b>	<b>Transaction value, DKK</b>
<b>Accumulated, last announcement</b>	0		0
27 October 2010	77,000	545.5462	42,007,057
28 October 2010	43,000	555.1200	23,870,160
29 October 2010	55,000	562.1122	30,916,171
<b>Accumulated under the programme</b>	<b>175,000</b>		<b>96,793,388</b>

Transactions related to Novo Nordisk's incentive programmes have resulted in a net sale by Novo Nordisk of 99,000 B shares in the period from 27 October 2010 to 29 October 2010. 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 26,874,755 treasury shares, corresponding to 4.5% of the share capital. The total amount of shares in the company is 600,000,000 including treasury shares.

*Novo Nordisk is a global healthcare company with 88 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 29,890 employees in 76 countries, and markets its products in 179 countries. Novo Nordisk's B shares are listed on the NASDAQ OMX Copenhagen (Novo-B). Its ADRs are listed on the New York Stock Exchange (NVO). For more information, visit [novonordisk.com](http://novonordisk.com).*

Further information:

Media:

Anne Margrethe Hauge  
Tel: (+45) 4442 3450  
[amhg@novonordisk.com](mailto:amhg@novonordisk.com)

Investors:

Klaus Bülow Davidsen  
Tel: (+45) 4442 3176  
[klda@novonordisk.com](mailto:klda@novonordisk.com)

Kasper Roseeuw Poulsen  
Tel: (+45) 4442 4471  
[krop@novonordisk.com](mailto:krop@novonordisk.com)

Jannick Lindegaard  
Tel: (+45) 4442 4765  
[jlis@novonordisk.com](mailto:jlis@novonordisk.com)

*In North America:*

Lori Moore  
Tel: (+1) 609 919 7991  
[lrmo@novonordisk.com](mailto:lrmo@novonordisk.com)

*In North America:*

Hans Rommer  
Tel: (+1) 609 919 7937  
[hrrmm@novonordisk.com](mailto:hrrmm@novonordisk.com)