

NOVO NORDISK A S
Form 6-K
February 14, 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

February 14, 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 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-_____

Company Announcement

13 February 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 2 February 2012, the following transactions have been made under the programme:

	Number of shares	Average purchase price	Transaction value, DKK
Accumulated, last announcement	0		0
2 February 2012	62,000	708.54	43,929,480
3 February 2012	62,000	726.93	45,069,660
6 February 2012	62,000	731.46	45,350,520
7 February 2012	62,000	752.24	46,638,880
8 February 2012	62,000	759.29	47,075,980
9 February 2012	59,000	746.52	44,044,621
10 February 2012	58,000	752.01	43,616,580
Accumulated under the programme	427,000		315,725,721

Transactions related to Novo Nordisk's incentive programmes have resulted in a net sale by Novo Nordisk of 930,999 B shares in the period from 2 February 2012 to 10 February 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 25,503,304 treasury shares, corresponding to 4.4% 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 10 February 2012, Novo Nordisk has repurchased a total of 427,000 B shares equal to a transaction value of DKK 315,725,721.

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 32,500 employees in 74 countries, and markets its products in 179 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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Media:	Investors:
□	
Anne Margrethe Hauge	Klaus Bülow Davidsen
Tel: (+45) 4442 3450	Tel: (+45) 4442 3176
amhg@novonordisk.com	klda@novonordisk.com
□	
	Frank Daniel Mersebach
	Tel: (+45) 4442 0604
	fdni@novonordisk.com
□	
	Lars Borup Jacobsen
	Tel: (+45) 3075 3479
	lbpj@novonordisk.com
<i>In North America:</i>	
Ken Inchausti	Jannick Lindegaard
Tel: (+1) 609 514 8316	Tel: (+1) 609 786 4575
kiau@novonordisk.com	jlis@novonordisk.com

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

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: February 14, 2012

NOVO NORDISK A/S

Lars Rebien Sørensen,

President and Chief Executive Officer
