

NOVO NORDISK A S
Form 6-K
August 08, 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

August 8, 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-_____

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8 August 2013

Novo Nordisk increased operating profit by 15% in the first six months of 2013 **Sales growth of 11% driven by Victoza[®], NovoRapid[®] and Levemir[®]**

Sales increased by 14% in local currencies and by 11% in Danish kroner to DKK 41.4 billion.

Sales of modern insulins increased by 15% (13% in Danish kroner).

Sales of Victoza[®] increased by 32% (30% in Danish kroner).

Sales in North America increased by 23% (21% in Danish kroner).

Sales in International Operations increased by 17% (12% in Danish kroner).

Gross margin improved by 0.9 percentage points in Danish kroner to 82.6%, reflecting a favourable price and product mix development.

Operating profit increased by 19% in local currencies and by 15% in Danish kroner to DKK 16.1 billion.

Net profit increased by 27% to DKK 12.7 billion. Diluted earnings per share increased by 30% to DKK 23.43.

The launch of Tresiba[®] (insulin degludec), the once-daily new-generation insulin with an ultra-long duration of action continues. Tresiba[®] has now also been commercially launched in Mexico and Switzerland. In the US, Novo Nordisk has received feedback from FDA on the clinical trial protocol for the cardiovascular outcomes trial for Tresiba[®] confirming the previously announced expectations to trial design.

Novo Nordisk has now successfully completed the SCALE phase 3a clinical programme investigating the efficacy and safety of liraglutide 3 mg for the treatment of obesity. Novo Nordisk expects to file liraglutide 3 mg for regulatory review in the US and EU around the turn of the year.

For 2013, expectations to operating performance have been raised. Sales growth measured in local currencies is now expected to be 11-13%, whereas operating profit growth measured in local currencies is now expected to be 12-15%.

Lars Rebién Sørensen, president and CEO: We are pleased with the strong results in the first six months of 2013. Our portfolio of modern insulins and Victoza[®] are driving solid sales growth. Based on the feedback from FDA in the US regarding the design of the cardiovascular outcomes trial for Tresiba[®], we now expect to start the trial before the end of the year.

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ABOUT NOVO NORDISK

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) and its ADRs are listed on the New York Stock Exchange (NVO).

CONFERENCE CALL DETAILS

On 8 August 2013 at 13.00 CEST, corresponding to 7.00 am EDT, a conference call will be held. Investors will be able to listen in via a link on novonordisk.com, which can be found under Investors Download centre. Presentation material for the conference call will be available approximately one hour before on the same page.

WEB CAST DETAILS

On 9 August 2013 at 12.30 CEST, corresponding to 6.30 am EDT, management will give a presentation to institutional investors and sell side-analysts in London. A webcast of the presentation can be followed via a link on novonordisk.com, which can be found under Investors Download centre. Presentation material for the conference call will be made available on the same page.

FINANCIAL CALENDAR

24 September 2013	Novo Nordisk's investor and analyst event at EASD
31 October 2013	Financial statement for the first nine months of 2013
3 December 2013	Capital Markets Day
30 January 2014	Financial statement for 2013

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Further information about Novo Nordisk is available on the company's website novonordisk.com.

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FINANCIAL PERFORMANCE**CONSOLIDATED FINANCIAL STATEMENT FOR THE FIRST SIX MONTHS OF 2013**

These unaudited consolidated financial statements for the first six months of 2013 have been prepared in accordance with IAS 34 Interim Financial Reporting and on the basis of the same accounting policies as were applied in the *Annual Report 2012* of Novo Nordisk. Furthermore, the financial report including the consolidated financial statements for the first six months of 2013 and Management's review have been prepared in accordance with additional Danish disclosure requirements for interim reports of listed companies. Novo Nordisk has adopted all new, amended or revised accounting standards and interpretations (IFRSs) as published by the IASB, and also those that are endorsed by the EU effective for the accounting period beginning on 1 January 2013. These IFRSs have not had a significant impact on the consolidated financial statements for the first six months of 2013.

Amounts in DKK million, except number of shares, earnings per share and full-time equivalent employees.

PROFIT AND LOSS	H1 2013	H1 2012	% change H1 2012 to H1 2013
DKK million			
Sales	41,363	37,219	11%
Gross profit	34,148	30,392	12%
<i>Gross margin</i>	82.6%	81.7%	
Sales and distribution costs	11,364	10,053	13%
<i>Percent of sales</i>	27.5%	27.0%	
Research and development costs	5,372	5,070	6%
<i>Percent of sales</i>	13.0%	13.6%	
Administrative costs	1,616	1,555	4%
<i>Percent of sales</i>	3.9%	4.2%	
Licence income and other operating income	351	324	8%
Operating profit	16,147	14,038	15%
<i>Operating margin</i>	39.0%	37.7%	
Net financials	303	(1,038)	(129%)
Profit before income taxes	16,450	13,000	27%
Net profit	12,716	10,010	27%
<i>Net profit margin</i>	30.7%	26.9%	

OTHER KEY NUMBERS

Depreciation, amortisation and impairment losses	1,367	1,294	6%
Capital expenditure	1,560	1,371	14%
Net cash generated from operating activities	14,353	12,738	13%
Free cash flow	12,601	11,311	11%
Total assets	64,289	60,978	5%
Equity	35,357	31,334	13%
<i>Equity ratio</i>	55.0%	51.4%	
Average number of diluted shares outstanding (million)	542.6	556.4	(2%)
Diluted earnings per share / ADR (in DKK)	23.43	17.99	30%
Full-time equivalent employees end of period	35,869	32,819	9%

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SALES DEVELOPMENT

Sales increased by 14% measured in local currencies and by 11% in Danish kroner. North America was the main contributor with 70% share of growth measured in local currencies, followed by International Operations and Region China contributing 18% and 9% respectively. Sales growth was realised within both diabetes care and biopharmaceuticals, with the majority of growth originating from the modern insulins and Victoza®. Sales growth has been positively impacted by approximately 2 percentage points due to a number of non-recurring events including adjustments in the provisions for rebates in North America as well as the timing of tenders and shipments and extraordinary sales in International Operations.

	Sales H1 2013 DKK million	Growth as reported	Growth in local currencies	Share of growth in local currencies
The diabetes care segment				
- NovoRapid®	8,300	13%	15%	22%
- NovoMix®	4,884	9%	12%	10%
- Levemir®	5,433	17%	19%	18%
Modern insulins	18,617	13%	15%	50%
Human insulins	5,603	2%	4%	4%
Victoza®	5,555	30%	32%	27%
Protein-related products	1,249	0%	4%	1%
Oral antidiabetic products (OAD)	1,375	0%	2%	0%
Diabetes care total	32,399	12%	14%	82%
The biopharmaceuticals segment				
NovoSeven®	4,569	5%	7%	6%
Norditropin®	3,016	8%	14%	8%
Other biopharmaceuticals	1,379	15%	18%	4%
Biopharmaceuticals total	8,964	7%	11%	18%
Total sales	41,363	11%	14%	100%

Please refer to appendix 6 for further details on sales in the first six months of 2013.

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In the following sections, unless otherwise noted, market data are based on moving annual total (MAT) from May 2013 and May 2012 provided by the independent data provider IMS Health.

DIABETES CARE SALES DEVELOPMENT

Sales of diabetes care products increased by 14% measured in local currencies and by 12% in Danish kroner to DKK 32,399 million. Novo Nordisk is the world leader in diabetes care and now holds a global value market share of 27% compared to 25% at the same time the year before.

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Insulins and protein-related products

Sales of modern insulins, human insulins and protein-related products increased by 12% in local currencies and by 10% in Danish kroner to DKK 25,469 million. Measured in local currencies, sales growth was driven by North America, International Operations and Region China. Novo Nordisk is the global leader with 49% of the total insulin market and 46% of the market for modern insulin and new-generation insulin, both measured in volume.

The launch of Tresiba® (insulin degludec), the once-daily new-generation insulin with an ultra-long duration of action, continues. Tresiba® has now, in addition to the UK, Denmark and Japan, also been commercially launched in Mexico and Switzerland. Launch activities are progressing as planned and feedback from patients and prescribers is encouraging.

Sales of modern insulins increased by 15% in local currencies and by 13% in Danish kroner to DKK 18,617 million. North America accounted for two thirds of the growth, followed by International Operations and Region China. Sales of modern insulins now constitute 77% of Novo Nordisk's sales of insulin.

INSULIN MARKET SHARES (volume, MAT)	Novo Nordisk's share of total insulin market		Novo Nordisk's share of the modern insulin and new-generation insulin market	
	May 2013	May 2012	May 2013	May 2012
Global	49%	50%	46%	46%
USA	41%	41%	39%	37%
Europe	50%	51%	49%	50%
International Operations*	56%	58%	54%	55%
China**	60%	62%	64%	66%
Japan	53%	57%	49%	52%

Source: IMS, May 2013 data. *: Data for 12 selected markets representing approximately 60% of Novo Nordisk's diabetes sales in the region. **: Data for mainland China, excluding Hong Kong and Taiwan.

North America

Sales of insulins and protein-related products in North America increased by 22% in local currencies and by 20% in Danish kroner. Sales growth reflects a continued positive contribution from pricing in the US, solid market penetration of all three modern insulins, NovoLog®, Levemir® and NovoLog® Mix 70/30 as well as human insulin sales growth. In addition, US sales are positively impacted by an adjustment in the provisions for rebates related to prior years. 53% of Novo Nordisk's modern insulin volume in the US is used in the prefilled device FlexPen®.

Europe

Sales of insulins and protein-related products in Europe decreased by 1%, both in local currencies and Danish kroner. The development reflects that the declining human insulin sales are only partially offset by the continued progress for Levemir® and

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NovoRapid® and a very modest impact from a lower than normal volume growth, below 2%, as well

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as the implementation of pricing reforms in several European markets. The device penetration in Europe remains high with 96% of Novo Nordisk's insulin volume being used in devices, primarily NovoPen® and FlexPen®.

International Operations

Sales of insulins and protein-related products in International Operations increased by 17% in local currencies and by 12% in Danish kroner. The growth, which is positively impacted by the timing in tenders and shipments in a number of countries, is driven by all three modern insulins and a solid contribution from human insulins. Currently, 59% of Novo Nordisk's insulin volume in the major private markets is used in devices.

Region China

Sales of insulins and protein-related products in Region China increased by 16% in local currencies and by 17% in Danish kroner. The sales growth was driven by all three modern insulins, while sales of human insulins only grew modestly. Currently, 97% of Novo Nordisk's insulin volume in China is used in devices, primarily the durable device NovoPen®.

Japan & Korea

Sales of insulins and protein-related products in Japan & Korea decreased by 6% in local currencies and by 21% measured in Danish kroner. The sales development reflects the negative impact of a stagnant Japanese insulin volume market and a challenging competitive environment. The device penetration in Japan remains high with 98% of Novo Nordisk's insulin volume being used in devices, primarily FlexPen®.

Victoza® (GLP-1 therapy for type 2 diabetes)

Victoza® sales increased by 32% in local currencies and by 30% in Danish kroner to DKK 5,555 million, reflecting robust sales performance driven by North America, Europe and International Operations. Victoza® holds the global market share leadership in the GLP-1 segment with a 69% value market share compared to 64% in 2012. The GLP-1 segment's value share of the total diabetes care market has increased to 6.6% compared to 5.2% in 2012.

GLP-1 MARKET SHARES (value, MAT)	GLP-1 share of total diabetes care market		Victoza® share of GLP-1 market	
	May 2013	May 2012	May 2013	May 2012
Global	6.6%	5.2%	69%	64%
USA	8.2%	6.4%	65%	58%
Europe	7.3%	5.8%	78%	73%
International Operations*	2.9%	2.5%	78%	79%
China**	0.6%	0.4%	66%	23%
Japan	2.2%	2.1%	75%	82%

Source: IMS, May 2013 data. *: Data for 12 selected markets representing approximately 60% of Novo Nordisk's diabetes sales in the region. **: Data for mainland China, excluding Hong Kong and Taiwan.

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North America

Sales of Victoza® in North America increased by 35% in local currencies and by 33% in Danish kroner. This reflects a continued expansion of the GLP-1 class, which represents 8.2% of the total US diabetes care market in value compared to 6.4% in 2012. Despite the launch of a competing product in 2012, Victoza® continues to drive the US GLP-1 market expansion and is the GLP-1 market leader, now with a 65% value market share compared to 58% a year ago.

Europe

Sales in Europe increased by 26% in local currencies and by 25% in Danish kroner. Sales growth is primarily driven by France, the UK, Spain and Italy. In Europe, the GLP-1 class share of the total diabetes care market in value has increased to 7.3% compared to 5.8% in 2012. Victoza® is the GLP-1 market leader with a value market share of 78%.

International Operations

Sales in International Operations increased by 51% in local currencies and by 44% in Danish kroner. This reflects continued market penetration, primarily driven by Brazil and a number of Middle Eastern countries. The GLP-1 class is expanding in International Operations and represents 2.9% of the total diabetes care market in value compared to 2.5% in 2012. Victoza® is the GLP-1 market leader across International Operations with a value market share of 78%.

Region China

Sales in Region China increased by 123% in local currencies and by 126% in Danish kroner. The GLP-1 class in China is not reimbursed and relatively modest in size. However, its share of the total diabetes care market in value has expanded to 0.6% compared to 0.4% in 2012. Victoza® holds a GLP-1 value market share of 66%.

Japan & Korea

Sales in Japan & Korea decreased by 6% in local currencies and by 22% in Danish kroner. The GLP-1 class in Japan is only expanding modestly and now represents 2.2% of the total diabetes care market in value compared to 2.1% in 2012. Victoza® remains the leader in the Japanese GLP-1 class with a value market share of 75%.

NovoNorm®/Prandin®/PrandiMet® (oral antidiabetic products)

Sales of oral antidiabetic products increased by 2% in local currencies and were unchanged in Danish kroner at DKK 1,375 million. The sales development reflects a positive impact from pricing in the US, largely offset by declining sales in Europe due to generic competition in several markets.

BIOPHARMACEUTICALS SALES DEVELOPMENT

Sales of biopharmaceutical products increased by 11% measured in local currencies and by 7% in Danish kroner to DKK 8,964 million. Sales growth was primarily driven by North America and International Operations.

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NovoSeven® (bleeding disorders therapy)

Sales of NovoSeven® increased by 7% in local currencies and by 5% in Danish kroner to DKK 4,569 million. The market for NovoSeven® remains volatile and sales growth is primarily driven by North America and International Operations.

Norditropin® (growth hormone therapy)

Sales of Norditropin® increased by 14% in local currencies and by 8% in Danish kroner to DKK 3,016 million. The sales growth is primarily driven by North America and by International Operations. Novo Nordisk is the leading company in the global growth hormone market with a 25% market share measured by volume.

Other biopharmaceuticals

Sales of other products within biopharmaceuticals, which predominantly consist of hormone replacement therapy (HRT)-related products, increased by 18% in local currencies and by 15% in Danish kroner to DKK 1,379 million. Sales growth is driven by North America and reflects a positive impact of pricing and non-recurring rebate adjustments.

DEVELOPMENT IN COSTS AND OPERATING PROFIT

The cost of goods sold grew 6% to DKK 7,215 million, resulting in a gross margin of 82.6% compared to 81.7% in 2012. This development primarily reflects an underlying improvement driven by favourable price development in North America and a positive net impact from product mix due to increased sales of modern insulins and Victoza®. The gross margin was negatively impacted from currencies by around 0.2 percentage point primarily as a result of depreciation of the Japanese yen versus the Danish krone compared to prevailing exchange rates in 2012.

Total non-production-related costs increased by 12% in local currencies and by 10% in Danish kroner to DKK 18,352 million.

Sales and distribution costs increased by 15% in local currencies and by 13% in Danish kroner to DKK 11,364 million. The growth in costs is driven by the expansion of the US sales force in the second half of 2012 and sales and marketing investments in China and selected countries in International Operations, costs related to the launch of Tresiba® in Europe and Japan as well as an impact on the growth percentage for costs from reversals of legal provisions in the first half of 2012.

Research and development costs increased by 7% in local currencies and by 6% in Danish kroner to DKK 5,372 million. The modest cost increase reflects timing of clinical trial activity and is primarily driven by development costs related to the completion of the phase 3a programme for liraglutide 3 mg in obesity and the ongoing phase 3a trial for the once-weekly GLP-1 analogue semaglutide. Within biopharmaceuticals, costs are primarily related to the continued progress of the portfolio of development projects within haemophilia and the phase 2 trial for anti-IL-20, a recombinant human monoclonal antibody, in rheumatoid arthritis.

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Administration costs increased by 6% in local currencies and by 4% in Danish kroner to DKK 1,616 million. The increase in costs is primarily driven by back-office infrastructure costs to support the expansion of the sales organisation in North America and International Operations as well as an impact from a cost refund in the first half of 2012 of a previously expensed fine related to an import licence for a major market in International Operations.

Licence income and other operating income constituted DKK 351 million compared to DKK 324 million in 2012.

Operating profit in local currencies increased by 19% and by 15% in Danish kroner to DKK 16,147 million.

NET FINANCIALS

Net financials showed a net income of DKK 303 million compared to a net expense of DKK 1,038 million in 2012.

In line with Novo Nordisk's treasury policy, the most significant foreign exchange risks for the group have been hedged, primarily through foreign exchange forward contracts. The foreign exchange result was an income of DKK 368 million compared to an expense of DKK 963 million in 2012. This development reflects gains on foreign exchange hedging involving especially the Japanese yen and the US dollar due to their depreciation versus the Danish krone compared to the prevailing exchange rates in 2012. This positive effect is partly offset by losses on commercial balances, primarily related to non-hedged currencies.

CAPITAL EXPENDITURE AND FREE CASH FLOW

Net capital expenditure for property, plant and equipment was DKK 1.6 billion compared to DKK 1.4 billion in 2012. Net capital expenditure was primarily related to filling capacity in Denmark and Russia, new offices in Denmark, new diabetes research facilities in Denmark as well as device production facilities in the US and Denmark.

Free cash flow was DKK 12.6 billion compared to DKK 11.3 billion in 2012. The increase of 11% compared to 2012 reflects the growth in net profit of 27% being partially countered by payment of rebate liabilities in the US.