

NOVO NORDISK A S
Form 6-K
February 07, 2011

**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 7, 2011

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

7 February 2011

Novo Nordisk A/S – Share repurchase programme

On 2 February 2011 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 2.0 billion in the period from 2 February 2011 to 26 April 2011.

Since the announcement as of 2 February 2011, the following transactions have been made under the programme:

	Number of shares	Average purchase price	Transaction value, DKK
Accumulated, last announcement	0		0
02 February 2011	67,000	608.3990	40,762,733
03 February 2011	60,000	606.9950	36,419,700
04 February 2011	60,000	608.9400	36,536,400
Accumulated under the programme	187,000		113,718,833

Transactions related to Novo Nordisk's incentive programmes have resulted in a net sale by Novo Nordisk of 612,687 B shares in the period from 2 February 2011 to 4 February 2011. 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 27,781,068 treasury shares, corresponding to 4.6% of the share capital. The total amount of shares in the company is 600,000,000 including treasury shares.

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		

Novo Nordisk expects to repurchase B shares worth DKK 10.0 billion during 2011. As of 4 February 2011, Novo Nordisk has repurchased a total of 187,000 B shares equal to a transaction value of DKK 113,718,833.

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.

For further information please contact:

Media:

Anne Margrethe Hauge

Tel: (+45) 4442 3450

amhg@novonordisk.com

Investors:

Klaus Bülow Davidsen

Tel: (+45) 4442 3176

klda@novonordisk.com

Kasper Roseeuw Poulsen

Tel: (+45) 4442 4471

krop@novonordisk.com

Jannick Lindegaard

Tel: (+45) 4442 4765

jlis@novonordisk.com

In North America:

Ken Inchausti

Tel: (+1) 609 514 8316

kiau@novonordisk.com

In North America:

Hans Rommer

Tel: (+1) 609 919 7937

hrrmm@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.

Date: February 7, 2011

NOVO NORDISK A/S

Lars Rebien Sørensen,

President and Chief Executive Officer
