

NOVO NORDISK A S
Form 6-K
February 04, 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

February 1, 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-_____

Trading in Novo Nordisk shares by board members, executives and associated persons on 31 January 2013

Bagsværd, Denmark, 1 February 2013 - In accordance with Section 28a of the Danish Securities Trading Act, Novo Nordisk is required on a daily basis to publish trading in Novo Nordisk shares by the company's board members, executives and their associated persons as reported by those persons to Novo Nordisk.

Please find below a statement of such trading in shares issued by Novo Nordisk.

Name	Mads Krogsgaard Thomsen
Reason for reporting	Chief Science Officer
Financial instrument and ID code	Novo Nordisk B DK006010261
Type of transaction	Donation of shares (gift)
Date of transaction	31 January 2013
Place of transaction	NASDAQ OMX Copenhagen
Volume of transaction	165 shares
Total value of transaction	DKK 167,888

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CVR no:
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Company announcement No 9 /
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Name	Sebastian Krogsgaard Gudnason
Reason for reporting	Associated to a member of Executive
Financial instrument and ID code	Management, Mads Krogsgaard Thomsen
Type of transaction	Novo Nordisk B DK006010261
Date of transaction	Receipt of shares (gift)
Place of transaction	31 January 2013
Volume of transaction	NASDAQ OMX Copenhagen
Total value of transaction	55 shares
	DKK 55,963

Name	Signe Krogsgaard Gudnason
Reason for reporting	Associated to a member of Executive
Financial instrument and ID code	Management, Mads Krogsgaard
Type of transaction	Thomsen
Date of transaction	Novo Nordisk B DK006010261
Place of transaction	Receipt of shares (gift)
Volume of transaction	31 January 2013
Total value of transaction	NASDAQ OMX Copenhagen
	55 shares
	DKK 55,963

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Name	Søren Sloth Thomsen
Reason for reporting	Associated to a member of Executive Management, Mads Krogsgaard Thomsen
Financial instrument and ID code	Novo Nordisk B DK006010261
Type of transaction	Receipt of shares (gift)
Date of transaction	31 January 2013
Place of transaction	NASDAQ OMX Copenhagen
Volume of transaction	55 shares
Total value of transaction	DKK 55,963

As from 2004, members of Novo Nordisk's Executive Management and other members of the Senior Management Board have participated in a long-term share-based incentive programme where a proportion of the calculated shareholder value creation has been allocated to a joint pool for the participants. For 2009, 177,066 shares were allocated to the joint pool and the market value of the scheme was expensed in the accounts for 2009. In accordance with the principles of the programme, the Board of Directors of Novo Nordisk A/S on 30 January 2013 evaluated that the conditions for release of the joint pool of shares have been fulfilled.

Accordingly, the shares in the joint pool were transferred to 28 current and former members of senior management on 31 January 2013.

Name	Lars Rebien Sørensen
Reason for reporting	Chief Executive Officer
Financial instrument and ID code	Novo Nordisk B DK006010261
Type of transaction	Other transaction (transfer of shares in accordance with long-term incentive programme)
Date of transaction	31 January 2013
Place of transaction	NASDAQ OMX Copenhagen
Volume of transaction	15,764 shares
Total value of transaction	0 (transferred in accordance with the long-term incentive programme for 2009)

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Name	Lars Rebien Sørensen
Reason for reporting	Chief Executive Officer
Financial instrument and ID code	Novo Nordisk B DK006010261
Type of transaction	Sale of shares
Date of transaction	31 January 2013
Place of transaction	NASDAQ OMX Copenhagen
Volume of transaction	5,764 shares
Total value of transaction	DKK 5,879,683

Name	Jesper Brandgaard
Reason for reporting	Chief Financial Officer
Financial instrument and ID code	Novo Nordisk B DK006010261
Type of transaction	Other transaction (transfer of shares in accordance with long-term incentive programme)
Date of transaction	31 January 2013
Place of transaction	NASDAQ OMX Copenhagen
Volume of transaction	10,501 shares
Total value of transaction	0 (transferred in accordance with the long-term incentive programme for 2009)

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Name	Jesper Brandgaard
Reason for reporting	Chief Financial Officer
Financial instrument and ID code	Novo Nordisk B DK006010261
Type of transaction	Sale of shares
Date of transaction	31 January 2013
Place of transaction	NASDAQ OMX Copenhagen
Volume of transaction	4,500 shares
Total value of transaction	DKK 4,592,894

Name	Lars Fruergaard Jørgensen
Reason for reporting	Chief Information Officer
Financial instrument and ID code	Novo Nordisk B DK006010261
Type of transaction	Other transaction (transfer of shares in accordance with long-term incentive programme)
Date of transaction	31 January 2013
Place of transaction	NASDAQ OMX Copenhagen
Volume of transaction	5,250 shares
Total value of transaction	0 (transferred in accordance with the long-term incentive programme for 2009)

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Name	Lars Fruergaard Jørgensen
Reason for reporting	Chief Information Officer
Financial instrument and ID code	Novo Nordisk B DK006010261
Type of transaction	Sale of shares
Date of transaction	31 January 2013
Place of transaction	NASDAQ OMX Copenhagen
Volume of transaction	3,000 shares
Total value of transaction	DKK 3,061,930

Name	Lise Kingo
Reason for reporting	Chief Staff Officer
Financial instrument and ID code	Novo Nordisk B DK006010261
Type of transaction	Other transaction (transfer of shares in accordance with long-term incentive programme)
Date of transaction	31 January 2013
Place of transaction	NASDAQ OMX Copenhagen
Volume of transaction	10,501 shares
Total value of transaction	0 (transferred in accordance with the long-term incentive programme for 2009)

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Name	Lise Kingo
Reason for reporting	Chief Staff Officer
Financial instrument and ID code	Novo Nordisk B DK006010261
Type of transaction	Sale of shares
Date of transaction	31 January 2013
Place of transaction	NASDAQ OMX Copenhagen
Volume of transaction	3,501 shares
Total value of transaction	DKK 3,573,272

Name	Jakob Riis
Reason for reporting	Executive Vice President
Financial instrument and ID code	Novo Nordisk B DK006010261
Type of transaction	Other transaction (transfer of shares in accordance with long-term incentive programme)
Date of transaction	31 January 2013
Place of transaction	NASDAQ OMX Copenhagen
Volume of transaction	5,250 shares
Total value of transaction	0 (transferred in accordance with the long-term incentive programme for 2009)

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Name	Jakob Riis
Reason for reporting	Executive Vice President
Financial instrument and ID code	Novo Nordisk B DK006010261
Type of transaction	Sale of shares
Date of transaction	31 January 2013
Place of transaction	NASDAQ OMX Copenhagen
Volume of transaction	5,250 shares
Total value of transaction	DKK 5,355,368

Name	Kåre Schultz
Reason for reporting	Chief Operating Officer
Financial instrument and ID code	Novo Nordisk B DK006010261
Type of transaction	Other transaction (transfer of shares in accordance with long-term incentive programme)
Date of transaction	31 January 2013
Place of transaction	NASDAQ OMX Copenhagen
Volume of transaction	10,501 shares
Total value of transaction	0 (transferred in accordance with the long-term incentive programme for 2009)

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Name	Kåre Schultz
Reason for reporting	Chief Operating Officer
Financial instrument and ID code	Novo Nordisk B DK006010261
Type of transaction	Sale of shares
Date of transaction	31 January 2013
Place of transaction	NASDAQ OMX Copenhagen
Volume of transaction	3,525 shares
Total value of transaction	DKK 3,595,747

Name	Mads Krogsgaard Thomsen
Reason for reporting	Chief Science Officer
Financial instrument and ID code	Novo Nordisk B DK006010261
Type of transaction	Other transaction (transfer of shares in accordance with long-term incentive programme)
Date of transaction	31 January 2013
Place of transaction	NASDAQ OMX Copenhagen
Volume of transaction	10,501 shares
Total value of transaction	0 (transferred in accordance with the long-term incentive programme for 2009)

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Name	Mads Krogsgaard Thomsen
Reason for reporting	Chief Science Officer
Financial instrument and ID code	Novo Nordisk B DK006010261
Type of transaction	Sale of shares
Date of transaction	31 January 2013
Place of transaction	NASDAQ OMX Copenhagen
Volume of transaction	4,750 shares
Total value of transaction	DKK 4,848,055

Definitions and background information:

Publication

Publication shall take place the day after Novo Nordisk receives sufficient information on the trading. Publication is only required when the total amount of transactions of a specific board member/executive and his/her associated persons in any one calendar year has reached 5,000 euros.

Who are board members, executives and associated persons?

Board members and executives are members of the Board of Directors and Executive Management, respectively, of Novo Nordisk A/S. Associated persons are defined as the following persons associated to a board member/executive: 1) spouse or cohabitant, 2) children under the age of 18 years, 3) relatives defined as brothers, sisters, parents, grandparents etc, children, grandchildren etc who have shared the same household with a board member/executive for at least one year, and 4) any legal person, including a company, a foundation or a partnership, which is controlled directly or indirectly by a board member/executive and/or a person mentioned in 1)–3), or to which a board member/executive and/or a person mentioned in 1)–3) has managerial responsibilities or economic interests substantially equivalent to the legal person.

What is trading/transaction?

Trading is any kind of transaction, including shares purchased or otherwise acquired, shares sold or otherwise disposed, gifts, mortgages and grants and exercise of options, but not heritage.

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What is financial instrument and ID code?

Financial instrument includes shares listed on the NASDAQ OMX Copenhagen and ADRs listed on New York Stock Exchange, except for ADRs held in 401(k) retirement plan by US-based employees. The ID code is the code (ISIN DK006010261) of the Novo Nordisk share on the NASDAQ OMX Copenhagen or the code (NVO) on New York Stock Exchange.

What is date and place of transaction?

Date of transaction is the actual transaction date. The place of transaction is the actual place of transaction, ie NASDAQ OMX Copenhagen or New York Stock Exchange.

What is volume and value of transaction?

The volume of transaction is the number of shares (of DKK 1 nominal value) or other financial instruments traded. The transaction value is the number of shares traded multiplied by the transaction price. The exchange rate of the Danish Central Bank (Nationalbanken) on the date of transaction is used for calculating the transaction value in DKK in case of ADRs listed on New York Stock Exchange.

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 35,000 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*Media:*

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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 1, 2013

NOVO NORDISK A/S

Lars Rebien Sørensen,

President and Chief Executive Officer