

NOVO NORDISK A S
Form 6-K
August 23, 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

August 23, 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

22 August 2011

Novo Nordisk A/S – Share repurchase programme

On 11 August 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 2.1 billion in the period from 11 August 2011 to 25 October 2011.

Since the announcement as of 11 August 2011, the following transactions have been made under the programme:

	Number of shares	Average purchase price	Transaction value, DKK
Accumulated, last announcement	0		0
11 August 2011	70,000	544.7065	38,129,455
12 August 2011	70,000	564.5115	39,515,805
15 August 2011	70,000	579.9250	40,594,750
16 August 2011	70,000	572.0850	40,045,950
17 August 2011	65,000	574.6400	37,351,600
18 August 2011	65,000	560.5400	36,435,100
19 August 2011	65,000	546.8300	35,543,950
Accumulated under the programme	475,000		267,616,610

Transactions related to Novo Nordisk's incentive programmes have resulted in a net sale by Novo Nordisk of 51,357 B shares in the period from 4 August 2011 to 18 August 2011. The shares in these transactions were not part of the Safe Harbour repurchase programme.

Company Announcement no 54 / 2011

Page 1 of 2

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 18,866,697 treasury shares, corresponding to 3.3% 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 10.0 billion during 2011. As of 19 August 2011, Novo Nordisk has repurchased a total of 11,747,053 B shares equal to a transaction value of DKK 7,179,685,317.

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 32,000 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.

Media:

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

Investors:

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

Frank Daniel Mersebach
Tel: (+45) 4442 0604
fdni@novonordisk.com

Lars Borup Jacobsen
Tel: (+45) 3075 3479
lbpj@novonordisk.com

In North America:

Ken Inchausti
Tel: (+1) 609 514 8316
kiau@novonordisk.com

Jannick Lindegaard
Tel: (+1) 609 987 5800
jlis@novonordisk.com

Company Announcement no 54 / 2011

Page 2 of 2

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		

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: August 23, 2011

NOVO NORDISK A/S

Lars Rebien Sørensen,

President and Chief Executive Officer
