

NOVO NORDISK A S
Form 6-K
May 17, 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

May 17, 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

16 May 2011

Novo Nordisk A/S – Share repurchase programme

On 28 April 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 28 April 2011 to 2 August 2011.

Since the announcement as of 9 May 2011, the following transactions have been made under the programme:

| | Number of shares | Average purchase price | Transaction value, DKK |
|--|-----------------------------|-----------------------------------|-----------------------------------|
| Accumulated, last announcement | 409,500 | | 261,815,317 |
| 9 May 2011 | 55,000 | 643.4900 | 35,391,950 |
| 10 May 2011 | 50,000 | 642.0200 | 32,101,000 |
| 11 May 2011 | 50,000 | 637.4100 | 31,870,500 |
| 12 May 2011 | 50,000 | 638.4500 | 31,922,500 |
| 13 May 2011 | 50,000 | 650.3500 | 32,517,500 |
| Accumulated under the programme | 664,500 | | 425,618,767 |

Transactions related to Novo Nordisk's incentive programmes have resulted in a net sale by Novo Nordisk of 49,250 B shares in the period from 9 May 2011 to 13 May 2011. The shares in these transactions were not part of the Safe Harbour repurchase programme.

Company Announcement no 31 / 2011

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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: | | |
| | | +45 4444 6626 | | |

With the transactions stated above, Novo Nordisk owns a total of 10,901,364 treasury shares, corresponding to 1.9% 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 13 May 2011, Novo Nordisk has repurchased a total of 3,717,838 B shares equal to a transaction value of DKK 2,425,618,568.

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 31,400 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.

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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: May 17, 2011

NOVO NORDISK A/S

Lars Rebien Sørensen,

President and Chief Executive Officer
