

NOVO NORDISK A S
Form 6-K
May 05, 2010

**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 5, 2010

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

4 May 2010

Novo Nordisk A/S – Share repurchase programme

On 27 April 2010 Novo Nordisk initiated its 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 2.5 billion in the period from 27 April 2010 to 3 August 2010.

Since the announcement as of 27 April 2010, the following transactions have been made under the programme:

	Number of	Average	Transaction value,
	shares	purchase price	DKK
27 April 2010	152,500	455.5983	69,478,741
28 April 2010	105,000	445.6951	46,797,986
29 April 2010	55,000	458.5368	25,219,524
03 May 2010	70,000	470.0500	32,903,500
Accumulated under the programme	382,500		174,399,750

Transactions related to Novo Nordisk's incentive programmes have resulted in a net sale by Novo Nordisk of 180,576 B shares in the period from 27 April 2010 to 3 May 2010. 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 35,338,722 treasury shares, corresponding to 5.7% of the share capital. The total amount of shares in the company is 620,000,000 including treasury shares.

Company Announcement no 24 / 2010

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		

Novo Nordisk is a global healthcare company with 87 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 more than 29,300 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.

Further information:

Media:

Elin K Hansen

Tel: (+45) 4442 3450

ekh@novonordisk.com

Investors:

Klaus Bülow Davidsen

Tel: (+45) 4442 3176

klda@novonordisk.com

Kasper Roseeuw Poulsen

Tel: (+45) 4442 4471

krop@novonordisk.com

In North America:

Sean Clements

Tel: (+1) 609 514 8316

secl@novonordisk.com

In North America:

Hans Rommer

Tel: (+1) 609 919 7937

hrrm@novonordisk.com

Company Announcement no 24 / 2010

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: May 5, 2010

NOVO NORDISK A/S

Lars Rebien Sørensen,

President and Chief Executive Officer
