

NOVO NORDISK A S  
Form 6-K  
April 04, 2016

**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

April 4, 2016

---

**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 1 April 2016**

**Bagsværd, Denmark, 4 April** In accordance with Section 28a of the Danish Securities Trading Act, the company's board members and executives have given Novo Nordisk power of attorney on their behalf 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.

To mark the 90th anniversary of the first diabetes patients being treated with insulin from the company that is now Novo Nordisk, a restricted stock unit program was established in 2013, under which all Novo Nordisk employees employed as per 1 January 2013 were awarded restricted stock units today corresponding to 100 shares. The restricted stock units gave the right to receive an equivalent number of Novo Nordisk B shares free of charge on 1 April 2016

Edgar Filing: NOVO NORDISK A S - Form 6-K

subject to continued employment and average sales growth of at least 5% per year measured in DKK in the period 2012-2015. As the sales growth has been achieved the shares have been transferred to the eligible employees on 1 April 2016.

|   |   |
|---|---|
| <b>Name</b>                             | <b>Liselotte Hyveled</b>  |
| <b>Reason for reporting</b>             | <b>Member of the Board of Directors (employee representative)</b>   |
| <b>Financial instrument and ID code</b> | <b>Novo Nordisk B DK0060534915</b>  |
| <b>Type of transaction</b>              | <b>Other transaction (transfer of shares in accordance with a general employee share programme (restricted shares))</b> |
| <b>Date of transaction</b>              | <b>1 April 2016</b>   |
| <b>Place of transaction</b>             | <b>Nasdaq Copenhagen</b>  |
| <b>Volume of transaction</b>            | <b>100 shares</b>   |
| <b>Total value of transaction</b>       | <b>0 (transferred in accordance with the employee share programme for 2013)</b>   |

|   |   |
|---|---|
| <b>Name</b>                             | <b>Anne Marie Kverneland</b>  |
| <b>Reason for reporting</b>             | <b>Member of the Board of Directors (employee representative)</b>   |
| <b>Financial instrument and ID code</b> | <b>Novo Nordisk B DK0060534915</b>  |
| <b>Type of transaction</b>              | <b>Other transaction (transfer of shares in accordance with a general employee share programme (restricted shares))</b> |
| <b>Date of transaction</b>              | <b>1 April 2016</b>   |
| <b>Place of transaction</b>             | <b>Nasdaq Copenhagen</b>  |
| <b>Volume of transaction</b>            | <b>100 shares</b>   |
| <b>Total value of transaction</b>       | <b>0 (transferred in accordance with the employee share programme for 2013)</b>   |

|   |   |
|---|---|
| <b>Name</b>                             | <b>Søren Thuesen Pedersen</b>   |
| <b>Reason for reporting</b>             | <b>Member of the Board of Directors (employee representative)</b>   |
| <b>Financial instrument and ID code</b> | <b>Novo Nordisk B DK0060534915</b>  |
| <b>Type of transaction</b>              | <b>Other transaction (transfer of shares in accordance with a general employee share programme (restricted shares))</b> |
| <b>Date of transaction</b>              | <b>1 April 2016</b>   |
| <b>Place of transaction</b>             | <b>Nasdaq Copenhagen</b>  |
| <b>Volume of transaction</b>            | <b>100 shares</b>   |
| <b>Total value of transaction</b>       | <b>0 (transferred in accordance with the employee share programme for 2013)</b>   |

|   |   |
|---|---|
| <b>Name</b>                             | <b>Stig Strøbæk</b>   |
| <b>Reason for reporting</b>             | <b>Member of the Board of Directors (employee representative)</b>   |
| <b>Financial instrument and ID code</b> | <b>Novo Nordisk B DK0060534915</b>  |
| <b>Type of transaction</b>              | <b>Other transaction (transfer of shares in accordance with a general employee share programme (restricted shares))</b> |
| <b>Date of transaction</b>              | <b>1 April 2016</b>   |
| <b>Place of transaction</b>             | <b>Nasdaq Copenhagen</b>  |
| <b>Volume of transaction</b>            | <b>100 shares</b>   |
| <b>Total value of transaction</b>       | <b>0 (transferred in accordance with the employee share programme for 2013)</b>   |

|   |   |
|---|---|
| <b>Name</b>                             | <b>Lars Rebien Sørensen</b>   |
| <b>Reason for reporting</b>             | <b>President and chief executive officer (CEO)</b>  |
| <b>Financial instrument and ID code</b> | <b>Novo Nordisk B DK0060534915</b>  |
| <b>Type of transaction</b>              | <b>Other transaction (transfer of shares in accordance with a general employee share programme (restricted shares))</b> |
| <b>Date of transaction</b>              | <b>1 April 2016</b>   |
| <b>Place of transaction</b>             | <b>Nasdaq Copenhagen</b>  |
| <b>Volume of transaction</b>            | <b>100 shares</b>   |
| <b>Total value of transaction</b>       | <b>0 (transferred in accordance with the employee share programme for 2013)</b>   |

|   |   |
|---|---|
| <b>Name</b>                             | <b>Jesper Brandgaard</b>  |
| <b>Reason for reporting</b>             | <b>Executive vice president and chief financial officer (CFO)</b>   |
| <b>Financial instrument and ID code</b> | <b>Novo Nordisk B DK0060534915</b>  |
| <b>Type of transaction</b>              | <b>Other transaction (transfer of shares in accordance with a general employee share programme (restricted shares))</b> |
| <b>Date of transaction</b>              | <b>1 April 2016</b>   |
| <b>Place of transaction</b>             | <b>Nasdaq Copenhagen</b>  |
| <b>Volume of transaction</b>            | <b>100 shares</b>   |
| <b>Total value of transaction</b>       | <b>0 (transferred in accordance with the employee share programme for 2013)</b>   |

|   |   |
|---|---|
| <b>Name</b>                             | <b>Maziar Mike Doustdar</b>   |
| <b>Reason for reporting</b>             | <b>Executive vice president, International Operations</b>   |
| <b>Financial instrument and ID code</b> | <b>Novo Nordisk B DK0060534915</b>  |
| <b>Type of transaction</b>              | <b>Other transaction (transfer of shares in accordance with a general employee share programme (restricted shares))</b> |
| <b>Date of transaction</b>              | <b>1 April 2016</b>   |
| <b>Place of transaction</b>             | <b>Nasdaq Copenhagen</b>  |
| <b>Volume of transaction</b>            | <b>100 shares</b>   |
| <b>Total value of transaction</b>       | <b>0 (transferred in accordance with the employee share programme for 2013)</b>   |

|   |   |
|---|---|
| <b>Name</b>                             | <b>Jerzy Gruhn</b>  |
| <b>Reason for reporting</b>             | <b>Executive vice president, Europe</b>   |
| <b>Financial instrument and ID code</b> | <b>Novo Nordisk B DK0060534915</b>  |
| <b>Type of transaction</b>              | <b>Other transaction (transfer of shares in accordance with a general employee share programme (restricted shares))</b> |
| <b>Date of transaction</b>              | <b>1 April 2016</b>   |
| <b>Place of transaction</b>             | <b>Nasdaq Copenhagen</b>  |
| <b>Volume of transaction</b>            | <b>100 shares</b>   |
| <b>Total value of transaction</b>       | <b>0 (transferred in accordance with the employee share programme for 2013)</b>   |

|   |   |
|---|---|
| <b>Name</b>                             | <b>Jesper Høiland</b>   |
| <b>Reason for reporting</b>             | <b>Executive vice president, US</b>   |
| <b>Financial instrument and ID code</b> | <b>Novo Nordisk B DK0060534915</b>  |
| <b>Type of transaction</b>              | <b>Other transaction (transfer of shares in accordance with a general employee share programme (restricted shares))</b> |
| <b>Date of transaction</b>              | <b>1 April 2016</b>   |
| <b>Place of transaction</b>             | <b>Nasdaq Copenhagen</b>  |
| <b>Volume of transaction</b>            | <b>100 shares</b>   |
| <b>Total value of transaction</b>       | <b>0 (transferred in accordance with the employee share programme for 2013)</b>   |

|   |   |
|---|---|
| <b>Name</b>                             | <b>Lars Fruergaard Jørgensen</b>  |
| <b>Reason for reporting</b>             | <b>Executive vice president and chief of staff</b>  |
| <b>Financial instrument and ID code</b> | <b>Novo Nordisk B DK0060534915</b>  |
| <b>Type of transaction</b>              | <b>Other transaction (transfer of shares in accordance with a general employee share programme (restricted shares))</b> |
| <b>Date of transaction</b>              | <b>1 April 2016</b>   |
| <b>Place of transaction</b>             | <b>Nasdaq Copenhagen</b>  |
| <b>Volume of transaction</b>            | <b>100 shares</b>   |
| <b>Total value of transaction</b>       | <b>0 (transferred in accordance with the employee share programme for 2013)</b>   |



|   |   |
|---|---|
| <b>Name</b>                             | <b>Jakob Riis</b>   |
| <b>Reason for reporting</b>             | <b>Executive vice president, China, Pacific &amp; Marketing</b>   |
| <b>Financial instrument and ID code</b> | <b>Novo Nordisk B DK0060534915</b>  |
| <b>Type of transaction</b>              | <b>Other transaction (transfer of shares in accordance with a general employee share programme (restricted shares))</b> |
| <b>Date of transaction</b>              | <b>1 April 2016</b>   |
| <b>Place of transaction</b>             | <b>Nasdaq Copenhagen</b>  |
| <b>Volume of transaction</b>            | <b>100 shares</b>   |
| <b>Total value of transaction</b>       | <b>0 (transferred in accordance with the employee share programme for 2013)</b>   |

|   |   |
|---|---|
| <b>Name</b>                             | <b>Mads Krogsgaard Thomsen</b>  |
| <b>Reason for reporting</b>             | <b>Executive vice president and chief science officer (CSO)</b>   |
| <b>Financial instrument and ID code</b> | <b>Novo Nordisk B DK0060534915</b>  |
| <b>Type of transaction</b>              | <b>Other transaction (transfer of shares in accordance with a general employee share programme (restricted shares))</b> |
| <b>Date of transaction</b>              | <b>1 April 2016</b>   |
| <b>Place of transaction</b>             | <b>Nasdaq Copenhagen</b>  |
| <b>Volume of transaction</b>            | <b>100 shares</b>   |
| <b>Total value of transaction</b>       | <b>0 (transferred in accordance with the employee share programme for 2013)</b>   |

|   |   |
|---|---|
| <b>Name</b>                             | <b>Henrik Wulff</b>   |
| <b>Reason for reporting</b>             | <b>Executive vice president, Product Supply</b>   |
| <b>Financial instrument and ID code</b> | <b>Novo Nordisk B DK0060534915</b>  |
| <b>Type of transaction</b>              | <b>Other transaction (transfer of shares in accordance with a general employee share programme (restricted shares))</b> |
| <b>Date of transaction</b>              | <b>1 April 2016</b>   |
| <b>Place of transaction</b>             | <b>Nasdaq Copenhagen</b>  |
| <b>Volume of transaction</b>            | <b>100 shares</b>   |
| <b>Total value of transaction</b>       | <b>0 (transferred in accordance with the employee share programme for 2013)</b>   |

|   |   |
|---|---|
| <b>Name</b>                             | <b>Britt Ehlers Wulff</b>   |
| <b>Reason for reporting</b>             | <b>Associated to a member of Executive Management, Henrik Wulff</b>   |
| <b>Financial instrument and ID code</b> | <b>Novo Nordisk B DK0060534915</b>  |
| <b>Type of transaction</b>              | <b>Other transaction (transfer of shares in accordance with a general employee share programme (restricted shares))</b> |
| <b>Date of transaction</b>              | <b>1 April 2016</b>   |
| <b>Place of transaction</b>             | <b>Nasdaq Copenhagen</b>  |
| <b>Volume of transaction</b>            | <b>100 shares</b>   |
| <b>Total value of transaction</b>       | <b>0 (transferred in accordance with the employee share programme for 2013)</b>   |

Definitions and background information:

### **Publication**

Publication shall take place no later than two working days after the trading by board members or executives or notification of trading by associated persons. 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.

What is financial instrument and ID code?

Financial instrument includes shares listed on the Nasdaq 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 DK0060534915) of the Novo Nordisk share on the Nasdaq 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 Copenhagen or New York Stock Exchange.

What is volume and value of transaction?

The volume of transaction is the number of shares (of DKK 0.20 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 more than 90 years of innovation and leadership in diabetes care. This heritage has given us experience and capabilities that also enable us to help people defeat other serious chronic conditions: haemophilia, growth disorders and obesity. Headquartered in Denmark, Novo Nordisk employs approximately 41,000 people in 75 countries and markets its products in more than 180 countries. Novo Nordisk's B shares are listed on Nasdaq Copenhagen (Novo-B). Its ADRs are listed on the New York Stock Exchange (NVO). For more information, visit [novonordisk.com](http://novonordisk.com), Facebook, Twitter, LinkedIn, YouTube*

**Further information**

*Media:*

Anne Margrethe Hauge +45 3079 3450 amhg@novonordisk.com  
Ken Inchausti (US) +1 609 514 8316 kiau@novonordisk.com

*Investors:*

Peter Hugrefte Ankersen +45 3075 9085 phak@novonordisk.com  
Daniel Bohsen +45 3079 6376 dabo@novonordisk.com  
Melanie Raouzeos +45 3075 3479 mrz@novonordisk.com  
Kasper Veje +45 3079 8519 kpvj@novonordisk.com

|                         |               |               |                                   |
|-------------------------|---------------|---------------|-----------------------------------|
|                         |               | Internet:     |                                   |
| <b>Novo Nordisk A/S</b> | Novo Allé     | Telephone:    | www.novonordisk.com               |
| Investor Relations      | 2880 Bagsværd | +45 4444 8888 | CVR no:                           |
|                         | Denmark       |               | 24 25 67 90                       |
|                         |               |               | Company announcement No 27 / 2016 |

## 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.

NOVO NORDISK A/S

Date: April 4, 2016

Lars Rebien Sørensen

Chief Executive Officer