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NOVO NORDISK A S  
Form 6-K  
March 30, 2010

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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FORM 6-K  
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REPORT OF FOREIGN ISSUER

Pursuant to Rule 13a-16 or 15d-16  
of the Securities Exchange Act of 1934

March 30, 2010

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NOVO NORDISK A/S  
(Exact name of Registrant as specified in its charter)

NOVO ALLE  
DK-2880, BAGSVAERD  
DENMARK  
(Address of principal executive offices)

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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

29 March 2010

NOVO NORDISK A/S - SHARE REPURCHASE PROGRAMME

On 2 February 2010 Novo Nordisk initiated its share repurchase programme in

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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 2 February 2010 to 26 April 2010.

Since the announcement as of 22 March 2010, the following transactions have been made under the programme:

|                                    | NUMBER OF<br>SHARES | AVERAGE<br>PURCHASE PRICE | TRANSACTION VALUE,<br>DKK |
|------------------------------------|---------------------|---------------------------|---------------------------|
| ACCUMULATED, LAST<br>ANNOUNCEMENT  | 3,030,000           |                           | 1,191,984,938             |
| 22 March 2010                      | 80,000              | 424.9600                  | 33,996,800                |
| 23 March 2010                      | 80,000              | 428.2700                  | 34,261,600                |
| 24 March 2010                      | 75,000              | 439.0700                  | 32,930,250                |
| 25 March 2010                      | 75,000              | 441.9850                  | 33,148,875                |
| 26 March 2010                      | 150,000             | 439.2785                  | 65,891,775                |
| ACCUMULATED UNDER<br>THE PROGRAMME | 3,490,000           |                           | 1,392,214,238             |

With the transactions stated above, Novo Nordisk owns a total of 33,761,298 treasury shares, corresponding to 5.4% of the share capital. The total amount of shares in the company is 620,000,000 including treasury shares.

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](http://novonordisk.com).

Further information:

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Company Announcement no 17 / 2010

### 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.

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Date: March 30, 2010

NOVO NORDISK A/S

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Lars Rebien Sorensen,  
President and Chief Executive Officer