

Press Release

10 October 2011

Victoza® now available to people with type 2 diabetes in China

Novo Nordisk announced today that Victoza® (liraglutide injection), the first once-daily human Glucagon-Like Peptide-1 (GLP-1) analogue, is now commercially available in China. Victoza® was approved for type 2 diabetes by the Chinese State Food and Drug Administration (SFDA) on 15 March 2011.

Victoza® was developed for the treatment of type 2 diabetes in adults, and is indicated in China as an add-on to metformin or sulphonylurea (SU) in people with insufficient glycaemic control despite maximal tolerated dose of monotherapy with metformin or SU.¹ Victoza® has been proven to lower blood sugar levels, reduce body weight, lower systolic blood pressure, and shows improvements in measurements of beta cell function. In addition, Victoza® has a low risk of hypoglycaemia and a demonstrated safety profile.^{2,3,4,5,6,7}

“Victoza® offers a treatment option by effectively reducing blood sugar levels and weight with a low risk of hypoglycaemia. We believe the benefits associated with Victoza® will help more people with type 2 diabetes in China achieve better control of their disease,” says Ron Christie, senior vice president and head of Novo Nordisk’s operations in China.

Victoza® has been commercially launched in more than 39 countries globally including the US, Japan, the Arabian Peninsula, and a number of countries in Europe, Asia and South America.

About Victoza®

Victoza® is the first and only human glucagon-like peptide-1 (GLP-1) analogue that is 97% similar to endogenous human GLP-1. Like natural GLP-1, Victoza® works by stimulating the beta cells to release insulin only when blood sugar levels are high.

Due to this glucose-dependent mechanism of action, Victoza[®] is associated with a low rate of hypoglycaemia. The mechanism of blood sugar lowering also involves a delay in gastric emptying.

Victoza[®] was approved on 30 June 2009 by the European Commission in all 27 European Union member states. In Europe Victoza[®] is indicated for treatment of adults with type 2 diabetes mellitus to achieve glycaemic control, in combination with or as an add-on to metformin, sulphonylurea and thiazolidinedione. On 25 January 2010 Victoza was approved in the US as an adjunct to diet and exercise to improve blood sugar control in adults with type 2 diabetes.

Headquartered in Denmark, 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. For more information, visit novonordisk.com

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References

¹ English translation of the approved Victoza[®] leaflet by the State Food and Drug Administration (SFDA); 2011

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