we believe in change
INTRODUCING NOVO NORDISK
In Novo Nordisk, we believe in change. We seek opportunities to contribute to healthier communities and better lives for all people. And we drive change by listening, learning and improving.

For more than 90 years we have been driving change to defeat diabetes and other serious chronic diseases, inspired by the courage of the people we support.

Every change in the right direction counts. From innovations in medicines and embarking on new global partnerships, to the everyday efforts and choices that people living with a chronic disease make, as they strive to live the life they want.

We work for a future where lives are not limited. To achieve this, we take the lead and continuously challenge the current situation by looking at change from new perspectives.
FOCUSED ON DIABETES

Huw Bevan has been changing diabetes for more than 90 years. It is our heritage within diabetes that has given the experience and capabilities that also enable us to help people defeat other serious chronic diseases: haemophilia, growth disorders and obesity.

Diabetes poses one of today’s biggest global health challenges, affecting the lives of 415 million people worldwide.1 In nearly every country, the number of people with diabetes is increasing, and by 2040, it could rise to 642 million. Diabetes has also become a growing economic burden with healthcare systems struggling to match resources with increasing needs.1

1 IN 11 ADULTS HAVE DIABETES!

Novo Nordisk is a global leader within diabetes care. Our key contribution is to discover, develop and manufacture better biological medicines and make them accessible to people with diabetes throughout the world. We supply nearly half the insulin used worldwide and our global presence ensures access to treatment for the 415 million people who depend on it.2 Our ambition is to reach 40 million people with our diabetes care products by 2020 and to be at the forefront of new innovations. Producing life-saving medicines is a significant responsibility. However, to defeat diabetes we need to do more.

With our Changing Diabetes® commitment, we address the biggest unmet needs for people with diabetes. We work for a future where fewer people develop diabetes, everyone with diabetes is diagnosed earlier and everyone diagnosed receives adequate care and can live a life with as few limitations as possible. Globally, two-thirds of people with diabetes live in urban areas, making cities an important focal point for tackling diabetes. Success is not something we can achieve on our own. Working together with patients, policymakers, healthcare professionals and non-governmental organisations we will continue to drive change where it is needed the most.
642 MILLION

REASONS TO MAKE A DIFFERENCE

642 MILLION PEOPLE GLOBALLY ARE ESTIMATED TO HAVE DIABETES BY 2040
1 IN 2 ADULTS WITH DIABETES DO NOT KNOW THEY HAVE IT
ONLY ABOUT HALF OF PEOPLE RECEIVING TREATMENT FOR DIABETES ACHIEVE THEIR TREATMENT TARGETS
DIABETES ACCOUNTED FOR 12% OF THE TOTAL SPEND ON HEALTHCARE WORLDWIDE IN 2015
4 OUT OF 5 PEOPLE WITH DIABETES LIVE IN LOW- AND MIDDLE-INCOME COUNTRIES
2/3 OF PEOPLE WITH DIABETES LIVE IN CITIES

MEXICO CITY
Home to nearly 9 million people and one of the first to take part in Cities Changing Diabetes. Read more about the programme on page 14.
Our key contribution is to discover, develop and deliver better biological medicines, manufacture them to meet increasing global demand and make them accessible wherever they are needed. In Novo Nordisk we explore new research areas and continuously turn science and technologies into next generations of efficacious and safe biological medicines. In parallel, we design and develop innovative delivery devices based on patient insights.

Understanding what it is like to live with a serious chronic disease plays a key role in the development of new treatments. The company’s researchers are currently working on developing newer, more convenient insulins, including faster-acting and once-weekly long-acting insulins, to meet the needs of people living with diabetes.

We are striving to develop a cure for people with type 1 diabetes through our stem and beta cell research and are investigating a compound that conserves beta cell function and which may thereby prevent the progression of type 1 diabetes. Furthermore, we are researching longer-acting haemophilia treatments and new options for treating growth hormone disorders and obesity.

Moreover, we have established a new front in the fight against obesity by launching our first product for its treatment, and we are committed to further research and development in this area. Our world-class expertise in designing and developing innovative delivery devices is based on patient insights. Only by considering what is valuable from a patient perspective can we help people live a life with as few limitations as possible.
Since Novo Nordisk was founded in 1923, we have developed our disease understanding and expertise in engineering, formulating, developing and delivering protein-based treatments, and efficient large-scale production of proteins, and today we are a world leader in diabetes care.

Diabetes is our largest therapeutic area and we have a broad portfolio of products, including rapid-acting, basal and fixed combination insulin, GLP-1, and combination insulin/GLP-1 products. We have a wide range of innovative durable and prefilled devices to make injections as simple, accurate and painless as possible. Furthermore, we are a pioneer in the research and development of oral GLP-1.

Novo Nordisk entered the haemophilia therapy market in 1996, using our expertise in recombinant protein development and manufacturing to meet a significant unmet medical need, with the only treatment option for the small community of people with haemophilia with inhibitors. Today, we have a range of products for haemophilia and rare bleeding disorders, one of the broadest clinical development programmes in haemophilia and a promising pipeline aimed at improving haemophilia treatment.

Novo Nordisk has been a pioneer in growth hormone therapy for over 40 years and was the first company to develop a liquid growth hormone in a pen device. Today, our growth hormone is the global market leader. Our goal is to provide the best treatment solution for children and adults who need growth hormone therapy and we are using our experience and knowledge in protein engineering to further research in this area.

Despite obesity reaching pandemic proportions, currently there are only a few pharmaceutical treatment options available. Novo Nordisk has been working in obesity research for more than 20 years. We entered this market in 2015 with the first once-daily GLP-1 analogue for the treatment of obesity. We are committed to addressing the significant unmet medical needs in obesity care and our ambition is to drive scientific progress in this disease area and develop new treatment options for obesity.
“If I could have one wish come true, it would be to never have another bleed.”

CARL LYONS and mother
Carl has haemophilia A and lives in Denmark.

IMPACT BEYOND MEDICINE

Producing life-saving medicine is a significant responsibility: millions of people depend on us. However, to defeat serious chronic diseases, we need to do more than supply the right medicine. This is why we work in partnerships with patients, policymakers, healthcare professionals and non-governmental organisations to raise awareness, improve prevention, promote earlier diagnosis and expand access to care.

Information on some of the programmes, activities and initiatives we carry out to drive change can be found overleaf.
Novo Nordisk recognises the importance of addressing the psychosocial burden of living with a serious chronic disease. DAWN2 and HERO are international studies initiated to provide better understanding of this burden on people living with diabetes and haemophilia respectively.

Learn more at dawnstudy.com and herostudy.org

Every year on World Diabetes Day on 14 November, and World Haemophilia Day on 17 April, Novo Nordisk together with international and local organisations unite communities to raise awareness of these chronic diseases.

Learn more at worlddiabetesfoundation.org and nnhf.org

Since Novo Nordisk was founded 90 years ago, we have been changing diabetes. Our key contribution is to discover and develop better biological medicines. However, to defeat this disease we need to do more, so we work to address the biggest unmet needs of people with diabetes.

Learn more at novonordisk.com/about-novo-nordisk

Novo Nordisk was founded with a focus on joint health.

Learn more at novonordisk.com/about-novo-nordisk/Changing-Haemophilia/Joint-function.html

Novo Nordisk recognised the importance of addressing the psychosocial burden of living with a serious chronic disease. DAWNZ and HERO are international studies initiated to provide better understanding of this burden on people living with diabetes and haemophilia respectively.

Learn more at dawnzstudy.com and heroystudy.org

For more than three decades Novo Nordisk has been committed to changing haemophilia. As well as discovering and developing effective medicines, we work with our global partners to create better access to diagnosis and care with a focus on joint health.

Learn more at novonordisk.com/about-novo-nordisk

Since 2005, Team Novo Nordisk is a global all-diabetes sports team of cyclists, triathletes and runners, spearheaded by the world’s first all-diabetes professional cycling team. Their mission is to inspire, educate and empower people affected by diabetes.

Learn more at teamnovonordisk.com
FOCUSED, LONG-TERM THINKING

We have built our business on the conviction that the formula for lasting success is to stay focused, think long-term and do business in a financially, socially and environmentally responsible way.

This conviction begins in the lab. It runs through clinical development and across the entire production and distribution chain until a product is in the hands of someone who needs it. And within the company, TakeAction and NovoHealth encourage every employee to transform this conviction into real and immediate action.

Across borders and job functions we use our skills, dedication and ambition to help people defeat diabetes and other serious chronic diseases. At the same time we have the opportunity to work with extraordinary talent and benefit from a range of possibilities for professional and personal development. We call this a life-changing career.

The Novo Nordisk Way

Our values-based management system, the Novo Nordisk Way describes who we are, where we want to go and how we work. It underpins all decisions we make and supports a long-term, patient-focused business approach.

A unique ownership structure

The Novo Nordisk Foundation is our main shareholder. The Foundation’s purpose is to provide a stable basis for the commercial and research activities of the Novo Group of companies, and to support scientific and humanitarian purposes. This unique ownership structure enables long-term planning and ensures that the company remains in Danish ownership.

TakeAction

TakeAction is our global employee volunteering programme. The programme gives employees the opportunity to bring our unique values to life by engaging in volunteer activities supporting social, environmental- or health-related needs. From raising awareness about diabetes to supporting people with haemophilia in developing countries, to making a difference for the elderly or less privileged children, our employees are volunteering to change lives through TakeAction.

NovoHealth

Novo Nordisk believes that to prevent diseases such as type 2 diabetes and obesity, change must come from within. From a healthy lunch to the opportunity for exercise and a smoke-free workplace, NovoHealth encourages all employees to make healthy lifestyle choices every day.

The Triple Bottom Line

To ensure that we can be in business for the next generations, we must always act responsibly, considering the impacts of our business on people, communities and the environment when we make decisions. We call this approach the Triple Bottom Line.
WE ARE NOT DONE CHANGING LIVES

We have come a long way since the first patients were treated with Novo Nordisk insulin in 1923, but there are still challenges ahead. Rates of obesity and type 2 diabetes are rising in most countries, and many people with haemophilia face anxiety and physical pain on a daily basis. Inspired by their courage and guided by the Novo Nordisk Way, we will continue to do everything we can to drive meaningful, positive change in their lives.

REFERENCES
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 diseases: haemophilia, growth disorders and obesity.

Headquartered in Denmark, Novo Nordisk employs approximately 41,400 people in 77 countries and markets its products in 165 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

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