

ESTABLISHED IN DENMARK IN 1923

SUPPLIER OF NEARLY HALF OF THE WORLD'S INSULIN

# novo nordisk backgrounder



HAEMOPHILIA

AFFILIATES IN COUNTRIES 77



R&D CENTRES IN CHINA, DENMARK, UK AND US

DKK 111.8 BILLION IN TOTAL SALES



DIABETES

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. Our ambition is to take the lead in each of these areas, driving change with an unfailing belief that it can be done.

Learn more at [novonordisk.com/about-novo-nordisk](http://novonordisk.com/about-novo-nordisk)

## Innovative medicine is our key contribution

Our key contribution is to discover and develop better biological medicines, manufacture them to meet increasing global demand and make them accessible wherever they are needed. In 2016, Novo Nordisk invested 13% of its sales in R&D, and around 25,300 people took part in 125 clinical trials across approximately 5,100 clinical sites globally. Our current pipeline includes new insulins and GLP-1 analogues, and new treatments for haemophilia, obesity and other areas.

Learn more at [novonordisk.com/rnd.html](http://novonordisk.com/rnd.html)

## Changing lives with devices

In the 1980s, it was recognised that multiple daily insulin injections could help people with diabetes gain better control of their blood sugar levels. Launched in 1985 and resembling a fountain pen, NovoPen® was the world's first device to offer people with diabetes a simple means of injecting themselves with precisely the right dose of insulin several times a day. Novo Nordisk's pens have been recognised for their innovative designs, winning the 1986 Industrial Design Award, the 2010 US Good Design™ Award and the prestigious Red Dot 'Best of the Best' prize in 2012.

Learn more at [novonordisk.com/patients/diabetes-care.html](http://novonordisk.com/patients/diabetes-care.html)

28,000,000 PEOPLE USE OUR PRODUCTS



OBESITY

EMPLOYS APPROXIMATELY 42,000 PEOPLE



EXPECTED TO GROW TO 60,000 BY 2023

## Triple Bottom Line approach to business

To ensure we continue helping people affected by serious chronic conditions, our business needs to grow both profitably and responsibly. We call this approach the Triple Bottom Line. It means Novo Nordisk is committed to considering the financial, social and environmental impacts of every decision as we work to create value for individuals, society and investors.

Learn more at [novonordisk.com/sustainability](http://novonordisk.com/sustainability)

## Unique ownership structure

The Novo Nordisk Foundation is Novo Nordisk's 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 also to support scientific and humanitarian projects. This unique ownership structure protects Novo Nordisk against hostile takeovers, enables long-term planning and ensures that the company remains in Danish ownership.

Learn more at [novonordiskfonden.dk/en](http://novonordiskfonden.dk/en)

210,000 SHAREHOLDERS



GROWTH DISORDERS





Novo Nordisk engages with patients, healthcare professionals and other stakeholders to drive change

# ACTIONS THAT DRIVE CHANGE

Producing life-saving medicine is a significant responsibility, however it takes more than that to defeat a serious chronic condition. That 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.

## Cities Changing Diabetes

Cities Changing Diabetes is a partnership programme bringing together global and local partners with the aim of putting 'urban diabetes' at the top of healthcare agendas and on the agenda of those designing and managing cities for the future.

Learn more at [citieschangingdiabetes.com](http://citieschangingdiabetes.com)

## World Diabetes Day and World Haemophilia Day

Every 14 November and 17 April, Novo Nordisk together with the international and local diabetes and haemophilia organisations unite the world around awareness-raising activities.

Learn more at [novonordisk.com/wdd](http://novonordisk.com/wdd) and [novonordisk.com/whd](http://novonordisk.com/whd)

## Living with a chronic condition

Novo Nordisk recognises the importance of addressing the psychosocial burden of living with a serious chronic condition. 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](http://dawnstudy.com) and [herostudy.org](http://herostudy.org)

## The World Diabetes Foundation and Novo Nordisk Haemophilia Foundation

Novo Nordisk has established the World Diabetes Foundation and Novo Nordisk Haemophilia Foundation with the aim of expanding access to diabetes and haemophilia care in less-developed countries.

Learn more at [worlddiabetesfoundation.org](http://worlddiabetesfoundation.org) and [nnhf.org](http://nnhf.org)

## Team Novo Nordisk

Team Novo Nordisk is a global all-diabetes sports team of cyclists, triathletes and runners. Their mission is to inspire, educate and empower people affected by diabetes.

Learn more at [teamnovonordisk.com](http://teamnovonordisk.com)

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