

Novo Nordisk Honoured for Best Integrated Report

May 2, 2013 3BL Media - Novo Nordisk's 2011 Annual Report was named the Best Integrated Report at the Corporate Register Reporting Awards in London on 29 April. The award was given to the company that best combines non-financial aspects into their annual report, integrating the financial and non-financial aspects throughout. This is the fifth time Novo Nordisk has won the award.

“We are grateful for the support expressed by the voters. Such confidence clearly spurs us to continue to lead the way in exploring practical ways to integrate sustainability and financial reporting in ways that are meaningful to report users and report preparers alike,” says Susanne Stormer, vice president, Corporate Sustainability, Novo Nordisk. “The objective of integrated reporting is to provide report users with information about how companies create value in a concise and compelling format. We are pleased to note that what began as dispersed experiments is now a movement that has gained momentum.”

Novo Nordisk has been publishing an integrated annual report since 2004 to reflect the company's Triple Bottom Line business principle. The company's Triple Bottom Line ensures that decision-making balances profitability with longer-term societal interests.

The Corporate Register Reporting Awards are given based on internet voting results involving approximately 40,000 registered CorporateRegister.com users.

Read the award winning 2011 Annual Report

http://webmedia.novonordisk.com/nncom/images/annual_report/2011/Novo-Nordisk-AR-2011-en.pdf

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