

Novo Nordisk's Approach to Sustainability Goes Digital

NOVO ALLE, Denmark, May 14 /CSRwire/ - Today, Novo Nordisk publishes the first issue of the company's new digital sustainability magazine – The TBL Quarterly. The Q1 issue shows how Novo Nordisk is changing diabetes in Vietnam, Malaysia and Indonesia, from prevention to educating healthcare professionals on how to diagnose and treat diabetes.

The TBL Quarterly will be published after the company's quarterly company announcements and feature articles, videos and graphics that explore how Novo Nordisk approaches sustainable business.

"We want to share with our stakeholders how Novo Nordisk works with environmental and social responsibility. We hope to inspire and start a conversation about the challenges and opportunities," says Charlotte Ersbøll, corporate vice president, Global Stakeholder Engagement.

The content of the magazine will be available as an iPad app, Adobe PDF and published on the company's social media channels. Novo Nordisk will make the magazine available to a wide range of stakeholders interested in environmental issues, social development and improving health.

Download the new TBL Quarterly

Novo Nordisk's TBL Quarterly is available as a downloadable Adobe PDF and as an iPad app. Click here to explore both versions. <http://www.novonordisk.com/sustainability/TBL/default.asp>

Tweet: Novo Nordisk is investing ahead of the curve. Take a peek and find out how in our new digital #sustainability magazine! www.novonordisk.com/sustainability/TBL/default.asp Now on iPad! #diabetes

About Novo Nordisk

Headquartered in Denmark, Novo Nordisk is a global healthcare company with 90 years of innovation and leadership in diabetes care. The company also has leading positions within haemophilia care, growth hormone therapy and hormone replacement therapy.

Novo Nordisk strives to conduct its activities in a financially, environmentally and socially responsible way. The strategic commitment to corporate sustainability has brought the company onto centre stage as a leading player in today's business environment, recognised for its integrated reporting, stakeholder engagement and consistently high sustainability performance. In 2013, Novo Nordisk received the Pharmaceuticals and Biotechnology industry group top ranking on Corporate Knight's list of Global 100 Most Sustainable Corporations.

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