



JIM SHEEDER  
Jim has type 2 diabetes

NATHAN GRAY  
Nathan has hemophilia

CAMERON HUBBARD  
Cameron has type 1 diabetes

# Novo Nordisk changing lives for 90 years

Through defining  
moments

May 7, 2013

Dong Lee, Sr. Account Executive

novo nordisk  
**90**  
YEARS



**Our commitment to create value  
through innovation is our greatest  
contribution to society**

*For 90 years,  
Novo Nordisk has combined drug  
discovery with technology to turn  
science into treatments for the  
patients we serve*

ново нордиск

90

CHANGING LIVES FOR 90 YEARS

# Defining Moments:

In 1922, Marie Krogh persuaded her husband to start insulin production in Denmark

DR MARIE KROGH  
Marie had type 2 diabetes



# Our Global Vision Today



Our aspiration is to **defeat diabetes** by finding better methods of diabetes prevention, detection, and treatment



# Novo Nordisk in the United States: More than 4,800 Employees Nationwide

## PRINCETON, NJ

North America Headquarters

## CLAYTON, NC

Insulin production

## SEATTLE, WA

Novo Nordisk Research Center

Type 1 Diabetes R&D Center



### REFERENCE:

1. Data on file. Novo Nordisk Inc; Princeton, NJ.

# We Are Proud of Our Culture

- Ranked #1 in the Global 100 Most Sustainable Corporations in the World index by Corporate Knights<sup>1</sup>
- Named on FORTUNE's "100 Best Companies to Work For" for the 5<sup>th</sup> consecutive year<sup>2</sup>
  - Ranked 48th
- Second consecutive ranking on Science Top Employers list<sup>3</sup>

**FORTUNE**<sup>®</sup>  
**100**  
**BEST**  
**COMPANIES**  
**TO WORK FOR**

#### REFERENCES:

1. Corporate Knights. 2012 Global 100 List. Global 100 Web site.
2. Fortune. 100 Best Companies to Work For 2013. CNN Money Web site.
3. Science. Annual Top Employers Survey. Science Careers Web site.

# Our Triple Bottom Line Approach

*The Triple Bottom Line guides the decisions we make each day to bring about change for patients*



***ECONOMIC VIABILITY***



***SOCIAL RESPONSIBILITY***



***ENVIRONMENTAL SOUNDNESS***

# Advancing Access and Education



**We strive to improve diabetes care by encouraging greater access and through educational initiatives for patients, health care professionals, and the public**

- Native American Health Initiative
- Research and CME grants
- Cornerstones4Care™
- *Ask.Screen.Know.*



# Advocating for Change

**We direct significant effort toward reducing the potential impact that diabetes will have on our health care system, economy, communities, and families**

- World Diabetes Foundation
- Diabetes Advocacy Alliance
- Changing Diabetes Barometer



# Changing Diabetes® Through Innovation



## Approximately 15% of revenue invested in research and development:

- Hagedorn Research Institute
- Oxford Centre for Diabetes, Endocrinology & Metabolism
- Type 1 Diabetes R&D Center

**Strive to continue to offer the most comprehensive line of diabetes products**