

NOVO NORDISK

WAY







INTRODUCTION

The Novo Nordisk Way describes who we are, where we want to go and the values that characterise our company.

Its origins can be traced back to when the company was founded in the 1920s although at that time we did not have a name for it. Since then our company has developed in a way that our founders couldn't have imagined. We are leaders in our fields, we have become a truly global company, and millions of patients all over the world rely on our products to ensure their health and well-being. And all along we stayed true to the values that have helped bring us this far.

The Novo Nordisk Way connects our history and our future. It sets direction for and applies to all employees in Novo Nordisk – no matter what you do or where you work. It is a promise we make to each other and our external stakeholders. Therefore, each and every one of us is responsible for acting in accordance with the Novo Nordisk Way and helping new colleagues understand what it means in practice.

Use the Novo Nordisk Way to guide the decisions you make and the actions you take.

Make the Novo Nordisk Way your way.

HISTORY
VALUES
FUTURE



THE NOVO NORDISK WAY

In 1923, our Danish founders began a journey to change diabetes.

Today, we are thousands of employees across the world with the passion, the skills and the commitment to continue this journey to prevent, treat and ultimately cure diabetes.

- Our ambition is to strengthen our leadership in diabetes.
 - We aspire to change possibilities in haemophilia and other serious chronic conditions where we can make a difference.
 - Our key contribution is to discover and develop innovative biological medicines and make them accessible to patients throughout the world.
 - Growing our business and delivering competitive financial results is what allows us to help patients live better lives, offer an attractive return to our shareholders and contribute to our communities.
- Our business philosophy is one of balancing financial, social and environmental considerations – we call it ‘The Triple Bottom Line’.
 - We are open and honest, ambitious and accountable, and treat everyone with respect.
 - We offer opportunities for our people to realise their potential.
 - We never compromise on quality and business ethics.

Every day, we must make difficult choices, always keeping in mind, what is best for patients, our employees and our shareholders in the long run.

It’s the Novo Nordisk Way.



Hojat Niafatah
Technician Oral Formulation Technologies

JOURNEY
CHANGE
POTENTIAL



THE ESSENTIALS

The Essentials are ten statements describing what the Novo Nordisk Way looks like in practice. Each Essential is supported by an interpretation guide that describes what characterises employees and organisational units living our Essentials.

The Essentials are meant as a help to managers and employees for evaluating to what extent their organisational unit acts in accordance with the Novo Nordisk Way. Or put differently: the degree to which the 'talk' and the 'walk' are aligned. As such the Essentials are an important means for identifying actions which the unit may take to further align its way of working with the thinking and values that characterise the Novo Nordisk Way.

INDIVIDUALS GLOBAL COMMUNITIES



Petra van den Berg
Senior Specialist Product Advisor



PURPOSE INTEGRITY FOCUS

Jocelyne Ronce
Packaging Materials technician

THE ESSENTIALS

1. We create value by having a patient centred business approach.
2. We set ambitious goals and strive for excellence.
3. We are accountable for our financial, environmental and social performance.
4. We provide innovation to the benefit of our stakeholders.
5. We build and maintain good relations with our key stakeholders.
6. We treat everyone with respect.
7. We focus on personal performance and development.
8. We have a healthy and engaging working environment.
9. We optimise the way we work and strive for simplicity.
10. We never compromise on quality and business ethics.





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