

Preamble

Novo Nordisk Ltd is part of the entire Novo Nordisk group consisting of several legal entities in multiple countries. Based on its direct national pharma association membership and/or indirect EFPIA membership (via Novo Nordisk A/S in Denmark, Copenhagen), Novo Nordisk Ltd is committed to transparency, which requires public disclosure of certain Transfers of Value (ToV) to Healthcare Professionals (HCPs) and Healthcare Organisations (HCOs) on an annual basis retrospective for the previous year. In 2020, the disclosure is based on full year 2019 data.

According to Section 23.05 of the EFPIA Disclosure Code and Clause 24.10 of the ABPI Code of Practice, the disclosing pharmaceutical company shall publish a note summarising the methodologies used in preparing the disclosures and identifying ToV for each EFPIA disclosure category described in the EFPIA Disclosure Code and the ABPI Code of Practice. The Methodology note, including a general summary and/or country-specific considerations, describes the methodologies applied, along with any other principles, in the identification of ToVs and subsequent disclosure.

Therefore, the aim of this Methodology is to provide a clear and simple explanation of how Novo Nordisk Ltd fulfils its reporting obligation and provides a basic framework for interpretation. This Methodology is structured as follows:

1. General Summary
2. Statement for the disclosure of 2019 data during the COVID-19 pandemic in 2020
3. Terminology and Definitions showing how Novo Nordisk interprets the disclosure requirements

This Methodology is part of the Novo Nordisk Ltd HCP/HCO ToV reporting obligation in 2020 for the reporting year 2019 and can be found on the ABPI Disclosure Central Platform.

1. General Summary

Novo Nordisk fully supports the disclosure initiative and puts forth its best effort to i) implement the transparency initiative, ii) interpret the EFPIA Disclosure Code and ABPI Code of Practice, according to their purpose, and iii) encourage its stakeholders to support the initiative in order to meet the underlying spirit of the EFPIA Disclosure Code and the respective local pharma association initiatives.

a) Territorial disclosure

Within the Novo Nordisk group, it has been decided that disclosure shall be made by each local Novo Nordisk EFPIA Affiliate covering HCPs/HCOs having their Principal Practice in such Novo Nordisk affiliate country or in a country where Novo Nordisk acts via distributors. Disclosure will be made only once (at one place) per country. If more than one country is covered by one Novo Nordisk Affiliate, the Novo Nordisk EFPIA Affiliate will submit as many reports as it covers countries (disclosed for each country in their respective language). Where Novo Nordisk has more than one Novo Nordisk organisation within the same country, the disclosure will be made via the respective Novo Nordisk EFPIA Affiliate office.

Cross-border payments will be disclosed by Novo Nordisk EFPIA Affiliates where the Recipient has his/her Principal Practice (no matter if a foreign Novo Nordisk affiliate has contracted the HCP/HCO in question, and no matter where the bank account is, or service has been conducted).

Consequently, Novo Nordisk Ltd discloses all Novo Nordisk group's ToV to HCPs/HCOs having their Principal Practice in the UK.

b) Data Protection

Novo Nordisk accepts existing legal rights (e.g. applicable data protection rights) which may impose certain limitations to disclosure on an individual named basis. Novo Nordisk has approached all HCPs (and HCOs – if applicable) for them to provide their consent to Novo Nordisk publishing on an individual named basis details of any ToV they receive from Novo Nordisk. Where consent is not provided (or subsequently revoked), all ToVs made to such recipient has been anonymised and aggregated. Novo Nordisk does not disclose any ToVs to an HCP on an individual named basis if only partial consent has been given.

c) Items excluded from Disclosure

In accordance with the EFPIA Disclosure Code and the ABPI Code of Practice, Novo Nordisk does **not** disclose the following items:

- i) over-the-counter medicines, items of medical utility and meals and drinks;
- ii) medical samples purchase and sales of Medicinal Products by and between a Member Company and an HCP or an HCO
- iii) Transfers of Value (ToV) related to investigational compounds and biological samples
- iv) External and internal Novo Nordisk trainings where Novo Nordisk invites HCPs to participate (without any additional money transfer or cover

of expenses)

Where Novo Nordisk provides a benefit in kind to an HCO but the benefit in kind does not result in a permanent enrichment of the HCO, e.g. loan of (laboratory) equipment to a hospital in connection with and for the purpose of the HCOs conduct of a clinical trial, such benefit in kind is not disclosed.

Pass-through costs paid by Novo Nordisk to or via an HCO are disclosed although there is no enrichment of/monetary benefit to the receiving HCO. For instance, if Novo Nordisk compensates an HCO conducting a clinical study for costs towards patients' transport, and these costs are paid out to the HCO (to cover the taxi costs paid by the HCO), these pass-through costs are disclosed.

For Transfers of Value made to HCPs/ORDMs in 2020 onwards, disclosure will be made based on a Legitimate Interest. Consent will not be sought from individuals.

2. Statement for the disclosure of 2019 data during the COVID-19 pandemic in 2020

As part of the pharmaceutical industry's annual disclosure of transfers of value to HCPs, ORDMs and HCOs via the Disclosure UK platform and in order to ensure accuracy of the published data, the ABPI writes to all of the HCPs, ORDMs and HCOs named in companies' disclosure data ahead of its publication on Disclosure UK at the end of June (over 20,000 in June 2019).

Given the unprecedented pressure on the NHS and health care professionals in responding to the COVID-19 pandemic, in April 2020 the ABPI and PMCPA agreed that it would not be appropriate for industry to write to HCPs, ORDMs or HCOs to request that disclosure data be reviewed. Doing so would add additional work for NHS professionals at this time. To avoid this, and in-line with guidance provided by the ABPI, Novo Nordisk's 2019 transfer of value data has been published on Disclosure UK in aggregate on the 30th of June 2020.

a) Commitment to transparency

The pharmaceutical industry is committed to preserving the integrity of Disclosure UK and transparency in our interactions with HCPs, ORDMs and HCOs. The ABPI continues to explore how the full disaggregated 2019 data can be submitted to Disclosure UK in line with data from previous years.

b) Update on disclosure of 2019 disaggregated data

In line with the guidance offered by Disclosure UK, the ABPI and the PMCPA, Novo Nordisk Ltd has proceeded to disclose 2019 Transfer of Value disaggregate data at the most appropriate time for the NHS and healthcare professionals.

3. Terminology and Definitions

The terminologies below reflect Novo Nordisk’s approach and explanation of how the disclosure requirements have been interpreted in a Novo Nordisk context.

| Terminology | Novo Nordisk approach |
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| Accommodation | <p>If expenses for accommodation are covered by Novo Nordisk, all expenses related to the accommodation (excluding meals and drinks) will be included in the disclosure e.g.:</p> <ul style="list-style-type: none"> • room rate • fees for additional services (Wi-Fi, late check-out, etc.) • related taxes <p>Meals and drinks do not have to be disclosed under the EFPIA disclosure code and therefore are separated/reduced from the accommodation invoice. (e.g. “mini bar”; restaurant/bar etc.). The same applies for “gym” or private clothing cleaning fees, but Novo Nordisk generally does not compensate such private related costs which therefore should not be invoiced to Novo Nordisk in the first place.</p> |
| Advisory Board | <p>ToV related to Advisory Board activity will be disclosed as ‘Fee for service and consultancy’, unless it falls into the Novo Nordisk definition of R&D in which case it will be disclosed aggregated as ToV related to R&D.</p> <p>ToV related to Advisory Board activities will be disclosed aggregated as ToV related to R&D, unless it clearly does not fall into the Novo Nordisk definition of R&D stated in this document. In such cases, it will be disclosed as ‘Fee for service and consultancy’.</p> |
| Aggregate | <p>There are two levels of aggregation:</p> <ol style="list-style-type: none"> 1. R&D aggregate 2. Aggregate HCP ToV <ol style="list-style-type: none"> a. If HCP consent to disclose individual data has not been obtained |
| CME – Continued Medical Education | <p>ToV from Novo Nordisk to a third party (not being an HCO) that is providing HCPs with accredited Continuous Medical Education (CME) or Continuing Professional Development (CPD) - under regulations from EACMME or national bodies - will not be disclosed, when Novo Nordisk has no influence on selection of participants, programme set-up, faculty incl. fees and its programme content. If Novo Nordisk has influence on these</p> |

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| Terminology | Novo Nordisk approach |
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| | elements, then all ToV must be disclosed as 'Fees for Service and Consultancy'. If Novo Nordisk has influence on selection of participants, then all ToV to identifiable HCPs must be disclosed as "Contribution to the cost of events" (fees and related expenses such as travel and accommodation). |
| Consent – Obtaining and Managing | <p>Novo Nordisk Ltd obtain and manage consent by obtaining consent after the contract/agreement execution but before the disclosure to the ABPI. This is tracked and managed by Novo Nordisk Ltd.</p> <p>The operational guidance in Novo Nordisk on engaging HCPs who do not give consent to individual disclosure, is that Novo Nordisk encourages all HCPs to give consent to disclose ToV in order to support transparency.</p> <p>Only HCPs giving full consent to disclose <u>all</u> ToV will be disclosed by individual name. This means that if an HCP only gives consent to disclose some ToV, then all payments to this HCP will be included in the aggregated figures. Therefore, there are zero HCPs included in the report who have agreed to some transfers of value being disclosed individually and some in aggregate.</p> |
| Contribution to costs of Events | See the individual definitions of Sponsorship, Registration Fees, Travel and Accommodation under each term in this table. |
| CRO (Clinical Research Organisation) | <p>If a CRO is an HCO (e.g. a hospital or a university department contracted by Novo Nordisk for CRO services), the ToV will be considered R&D related and will go into the disclosure as aggregated amounts.</p> <p>If the CRO acts as a Third Party Representative (TPR) and provides a ToV to an identifiable HCP/HCO on behalf of Novo Nordisk (pass-through costs for the TPR), these expenses are tracked like all other ToV, these expenses will be disclosed in the relevant disclosure category, e.g. individually as 'Fees for Service and Consultancy' or aggregated as R&D ToV, as the case may be.</p> <p>A "TPR" is a business partner that interacts with Public Officials and/or Healthcare Professionals/Healthcare Organisations on behalf of or in the interest of Novo Nordisk.</p> |
| Cross-Border Payments | Disclosing the cross-border ToV is done by the Novo Nordisk EFPIA Affiliate where the Recipient has its Principal Practice. |
| Devices | Pure devices (items of medical utility) without active ingredients are not part of the EFPIA Disclosure Code and TOV related to such are therefore not disclosed. |

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| Terminology | Novo Nordisk approach |
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| | In cases where Novo Nordisk cannot split ToV related to purely to the devices, from the activities relating to devices with active ingredients, the ToV will be tracked and disclosed in the relevant EFPIA Disclosure Categories. |
| Disclosure Currency | <p>Disclosure currency is the local currency of the Novo Nordisk EFPIA Affiliate. i.e. GBP. If payments were made in another currency, these have been converted to GBP.</p> <p>Novo Nordisk's financial systems automatically calculate currency postings based on <u>payment date</u> and daily exchange rate.</p> |
| Documentation and Retention of Records | Novo Nordisk Ltd will fulfil the obligation of the EFPIA and ABPI Codes to be able to demonstrate that its disclosures were accurate at the time they were made in the event of a complaint and be able to respond to requests from the Recipient or the relevant authorities. Novo Nordisk Ltd shall document all Transfers of Value required to be disclosed and maintain the relevant Records of the disclosures made under these Codes for a minimum of five years after the end of the relevant Reporting Period. |
| Donations and Grants | <p>Neither grants nor donations can be provided to individual HCPs. When grants or donations are provided to HCOs, such ToV must be tracked and disclosed under the EFPIA category "Donations and Grants to HCOs" as stated by EFPIA.</p> <p>Covering the costs for an individual HCP to attend an event as delegate is not considered a grant and will be tracked as a 'Contribution to costs of Events'.</p> <p>Grant is defined as a financial contribution:</p> <ul style="list-style-type: none"> ○ for a specific event, project or activity ○ for the purpose of healthcare related education, information, research and/or to facilitate scientific exchange where Novo Nordisk does not provide direction on the use or implementation of the contribution ○ where Novo Nordisk does not receive any direct tangible benefit in return ○ where the purpose is not to promote Novo Nordisk products. <p>Donation is defined as a financial or non-financial contribution:</p> <ul style="list-style-type: none"> ● for a specific or non-specified activity/project/event ● for charitable or other philanthropic purposes in line with Novo Nordisk's Triple Bottom Line commitment ● where Novo Nordisk may have no control over the final use of the contribution ● where Novo Nordisk does not receive any direct tangible benefit in return |

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| Terminology | Novo Nordisk approach |
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| | <ul style="list-style-type: none"> • where the purpose is not to promote Novo Nordisk products. <ul style="list-style-type: none"> ○ Under this definition, Donations are never considered R&D-related and must therefore be tracked and disclosed in the Non-R&D category "Donations and Grants" under "Individual HCO disclosure". |
| Events | <p>Event activities related to delegate participation in congresses, conferences, symposia and similar external events will be disclosed as a 'Contribution to costs of Events' towards the individual delegate.</p> <p>Event activities related to HCP delegate participation in congresses, conferences, symposia and similar external events must be disclosed as an individual ToV.</p> <p>Costs related to hosting of external or internal Novo Nordisk events (e.g. meeting facilities, translation services, etc) will not be split on and allocated to the individual participating HCPs. However, travel and accommodation ToV directly related to the individual participating HCPs individual participating HCP delegate are disclosed individually.</p> <p>ToVs, such as travel and accommodation, provided by third parties acting on Novo Nordisk's behalf, are tracked to the individual identifiable HCP receiving such ToV.</p> <p>Travel and accommodation ToV related to HCP consultant participation in an event may also fall under R&D ToV definition. If so, they should be tracked and disclosed as R&D ToV.</p> |
| Fees for Service and Consultancy | <p>Fees include any remuneration for services provided. ToV related to meals and drinks is not disclosed unless Novo Nordisk is unable to split such meals and drinks from the fees, in which case the full amount will be allocated as 'Fees for Service and Consultancy'.</p> |
| Foundations | <p>In Novo Nordisk, an explicit definition of a foundation does not exist, but a foundation has to be seen as a non-profit organisation set up to finance or complete projects of a social, educational or charitable nature.</p> <p>Depending on the nature of the foundation, it could be defined as an HCO, under certain circumstances.</p> <p>The first paragraph above generally applies to Novo Nordisk related foundations, e.g. World Diabetes Foundation (WDF) and Novo Nordisk Haemophilia Foundation (NNHF). In Novo Nordisk, we consider all foundations as being independent from Novo Nordisk as this is also part of the respective foundation principles. Foundations (related to Novo Nordisk or not) are neither an integrated part of Novo Nordisk nor an intermediary acting on behalf of Novo Nordisk. Moreover, Novo Nordisk related foundations are neither pharmaceutical companies nor EFPIA members themselves and therefore not subject to the EFPIA Disclosure code.</p> |

| Terminology | Novo Nordisk approach |
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| | Only if a foundation fulfils the HCO definition, will the ToV be published according to HCO disclosure requirements. |
| Grants | See 'Donations and Grants'. |
| HCO (Health Care Organisation) | <p>Any legal person (i) that is a healthcare, medical or scientific association or organisation (irrespective of the legal or organisational form) such as a hospital, clinic, foundation, university or other teaching institution or learned society (except for patient organisations within the scope of the EFPIA PO Code) whose business address, place of incorporation or primary place of operation is in Europe or (ii) through which one or more HCP's provide services.</p> <p>One-person HCOs (consisting of only one HCP) are defined as an HCP, in accordance with the ABPI Code of Practice.</p> <p>Laboratories are not considered HCOs. However, if the "laboratory test" is part of an activity within the scope of the Code e.g. R&D, the related ToV will be reported in line with the Code provision.</p> <p>Patient Organisations (POs) are not HCOs. Relations to PO's are governed through the 'EFPIA Code of Practice on Relationships between Pharmaceutical Industry and Patient Organisations' and the ABPI Code of Practice.</p> |
| HCP (Health Care Professional) | <p>Any natural person that is a member of the medical, dental, pharmacy or nursing professions or any other person who, in the course of his or her professional activities, may prescribe, purchase, supply, recommend or administer a medicinal product and whose primary practice, principal professional address or place of incorporation is in Europe.</p> <p>For the avoidance of doubt, the definition of HCP includes: (i) any official or employee of a government agency or other organisation (whether in the public or private sector) that may prescribe, purchase, supply or administer medicinal products and (ii) any employee of a Member Company whose primary occupation is that of a practising HCP, but excludes (x) all other employees of a Member Company and (y) a wholesaler or distributor of medicinal products.</p> <p>If an HCP is retired, the ToV will be disclosed in the same way as those still in practice.</p> |
| Investigator Meetings | An Investigator Meeting is an event organised by/on behalf of Novo Nordisk with the purpose of training and informing investigators and other site staff about various aspects of the clinical trial. The Investigator Meeting targets participants from several clinical trial sites and when conducted face-to-face takes place outside of the |

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| Terminology | Novo Nordisk approach |
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| | <p>clinical trial sites' premises. Depending on where the trial is in its lifecycle, it can be an initial, interim or a results Investigator meeting.</p> <p>Per this definition, a ToV related to an Investigator Meeting will always fall under R&D ToV.</p> |
| Investigator-Sponsored Study | <p>Investigator Sponsored Study (ISS) is a clinical or non-interventional study activity for which Novo Nordisk does not act as the sponsor of the study and does not accept any responsibility for its conduct but provides funding and/or products.</p> <p>The clinical activities are ISS consisting of clinical trials and Non-interventional Studies (NIS) for which Novo Nordisk is not the trial/study sponsor but provides funding and/or products.</p> <p>If an ISS falls within the definition of R&D, then it shall be tracked and disclosed as aggregated R&D ToV. However, if the ISS does not fall within the R&D definition (e.g. if it is a non-interventional retrospective study), it shall be tracked and disclosed as ToV to an individual recipient.</p> |
| Joint Working | <p>Joint working is between the NHS and the pharmaceutical industry where one of more pharmaceutical companies and the NHS pools skills, experience and/or resources for the joint development and implementation of patient centred projects and share commitment to successful delivery. Each party must make a significant contribution and the outcomes must be measured. The projects are not a grant or donation.</p> <p>Executive summaries of joint working projects with Novo Nordisk Ltd can be found on the Novo Nordisk Ltd website here:</p> <p>- https://www.novonordisk.co.uk/content/dam/UK/AFFILIATE/www-novonordisk-co-uk/Home/About%20Novo%20Nordisk/Documents/CCD%20Executive%20summary%20CERTIFIED.pdf</p> |
| Market Research Programmes (MRP) | <p>In cases where HCPs participating in Market Research Programs (MRP) are "blinded" or "double blinded" for the sake of methodology of the MRP and the identity of the HCP therefore cannot be revealed to Novo Nordisk (and/or the other way around), related ToV will not be tracked and disclosed.</p> |
| Meals and Drinks | <p>Meals and drinks are not covered by the EFPIA disclosure requirements and therefore not disclosed. If Novo Nordisk is unable to split meals and drinks from other transfers of value (e.g. provision of</p> |

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| | accommodation), the full amount will be allocated in the relevant disclosure category (e.g. 'Contribution to costs of Events') |
| Medicinal Products | Medicinal Products as used in the EFPIA HCP/HCO Disclosure Code has the meaning set forth in Article 1 of the Directive 2001/83/EC, including medicinal products, immunological medicinal products, radiopharmaceuticals, medicinal products derived from human blood or human plasma, for which a marketing authorisation has been delivered in application of Directive 2001/83/EC. |
| Other Relevant Decision Maker (ORDM) | ORDM includes those with an NHS role who could influence in any way the administration, consumption, prescription, purchase, recommendation, sale, supply or use of any medicine but who are not health professionals. If an ORDM is retired, the ToV will be disclosed in the same way as those still in practice. |
| Principal Practice | Novo Nordisk will use the Primary Practice address registered in Novo Nordisk's CRM-system. In very exceptional cases where an HCP does not have a Principal Practice, the Private Address might be used. For example, for retired HCPs who have provided a service. |
| Publication support | HCP authors of scientific publications may receive an in-kind transfer of value if Novo Nordisk covers expenses for publication services provided by external agencies (e.g. statistical analysis, medical writing, editing or similar services). If publication support provided is related to activities that fall within the definition of R&D, then the ToVs shall be tracked and disclosed under R&D category. However, if the supported publication is related to the activity that does not fall within the R&D definition (e.g. a non-interventional retrospective study) it shall be tracked and disclosed as ToV to an individual recipient under the Fees for Services and Consultancy category. |
| Recipient | Any HCP or HCO as applicable, in each case, whose primary practice, principal professional address or place of incorporation is in an EFPIA member country. Wholesalers, distributors or retailers of medical products are not Recipients. Recipient is a clearly identifiable individual HCP or HCO. Novo Nordisk follows the "first HCP/HCO recipient of ToV" approach to disclosure. This means that Novo Nordisk tracks and discloses ToVs to the first recipient in scope for EFPIA disclosure. |

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| | <p>For example, honoraria payments are tracked in full to the contracted HCP/HCO, to whom the payment is made. This means that Novo Nordisk does not attempt to identify and track whether parts of a payment to the first receiving HCP/HCO has been passed on to other HCPs/HCOs.</p> <p>One exception does apply for the situation of "Registration Fees". For HCP delegates from an EFPIA country, where Novo Nordisk make payments for congress/conference registration fees to an EFPIA HCO, this ToV must be tracked to the HCP delegate.</p> <p>One-person HCOs (consisting of only one HCP) are defined as an HCP, in accordance with the ABPI Code of Practice.</p> <p>Other ToVs, such as travel and accommodation, provided directly by Novo Nordisk or by third parties acting on Novo Nordisk's behalf, are tracked to the individual identifiable HCP receiving such ToV.</p> |
| Registration Fee | <p>All registration and participation fees related to delegate participation in conferences, symposia, congresses or similar external events. This type of ToV will always be disclosed as a ToV to an HCP/HCO and not as R&D ToV. See above "Recipient" how Registration Fees are disclosed in detail.</p> <p>For authors/presenters of abstract/poster connected to a Trial/Study/Project ID, the registration fee is disclosed under R&D (see R&D ToV definition for details on non-interventional studies).</p> |
| Related Expenses for 'Fees for service and consultancy' | Any ToV related to 'Fees for service and consultancy', e.g. accommodation, travel, etc. Excluding meals and drinks. |
| Report Corrections | Corrections of the ToV report will be managed by Novo Nordisk on a case-by-case basis in line with EFPIA and ABPI requirements. |
| Reporting Period | <p>Disclosure is made on an annual basis, and each reporting period covers a full calendar year (the "Reporting Period"). The Reporting Period is the calendar year 2019 and disclosure is made no later than 30 June 2020. In accordance with the ABPI Code of Practice, data are submitted to the ABPI by 31 March for inclusion on the central platform.</p> <p>Tracking of ToVs will follow the payment date and not the date of event. e.g.: An event takes place in November 2018 and the ToV is paid in February 2019. This ToV will be tracked in 2019 and disclosed in 2020.</p> <p>ToVs made under multi-year contracts will also follow the payment date of each individual payment.</p> |

| Terminology | Novo Nordisk approach |
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| <p>Research and Development Transfers of Value (R&D ToV)</p> | <p>All ToVs to HCPs or HCOs related to the below will be disclosed as R&D ToV (aggregated):</p> <ul style="list-style-type: none"> • Non-clinical research activities (incl. service/consultancy, grants and research collaborations) with or without connection to any Project or Study ID. • Service/consultancy, Investigator Sponsored Study Activities or grant associated with clinical development and connected* to a Project ID or Trial ID. • Service/consultancy, Investigator Sponsored Study activities or grants associated with prospective non-interventional studies and connected* to a Project ID or Study ID (except epidemiological studies based on external databases and registries). <p>Excluded from the R&D are:</p> <ul style="list-style-type: none"> • ToV related to epidemiological studies based on external databases and registries. • ToV related to retrospective non-interventional studies (both Novo Nordisk and Investigator Sponsored) • ToV related to contribution to an individual HCO/HCP to cover the cost of an event** (event sponsorship agreement, conference/congress/symposia registration fees or related travel and accommodation). • ToV related to activities not covered by the R&D definition above (including grants, donations and sponsorships). <p>These four types of ToV will be disclosed under the relevant HCP/HCO category.</p> <p>*Connection to a specific Project/Study/Trial ID must be stated in the written agreement between Novo Nordisk and HCPs/HCOs on service/ consultancy or grant/donation.</p> <p>**Any externally organised event or Novo Nordisk event, where the HCP has a role of passive delegate. "Passive" means that the HCP does not provide a service for Novo Nordisk at the event, or directly related to the event.</p> |
| <p>Sponsorship Agreement</p> | <p>Sponsorships can only be provided to an HCO.</p> <p>Covering the costs for an individual HCP to participate in an event or similar activity is not considered a sponsorship and will be tracked as a 'Contribution to costs of Events'.</p> <p>Sponsorship Agreements are formalised in contracts that describe the purpose of the sponsorship and the related ToV, e.g.:</p> <ul style="list-style-type: none"> • Hire/rental for booths in country where HCOs has its principal establishment (even if third party is appointed by HCOs to manage the event). • Advertisement space (in paper, electronic or another format). • Satellite symposia at a congress. |

| Terminology | Novo Nordisk approach |
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| | <ul style="list-style-type: none"> • Sponsorship of speakers/faculty. • If part of a package, drinks or meals provided by the organisers (included in the "Sponsorship Agreement"). <p>Courses provided by an HCO (where the Member Company does not select the individual HCPs participating).</p> <p>Sponsorships cannot be provided to an individual HCP.</p> <p>Sponsorships, defined as a financial or non-financial contribution:</p> <ul style="list-style-type: none"> • for a specific activity/project/event • for the purpose of healthcare related education, information, research, scientific exchange • for promotional or non-promotional purposes • where Novo Nordisk receives a direct tangible benefit in return. <p>Sponsorships provided to HCOs should be tracked and disclosed as a 'Contribution to costs of Events' (Sponsorship agreements with HCOs/third parties appointed by HCOs to manage an event).</p> |
| <p>Transfers of Value (ToV)</p> | <p>Direct and indirect Transfers of Value, whether in cash, in kind or otherwise, made, whether for promotional purposes or otherwise, in connection with the development and sale of Prescription-Only Medicines exclusively for human use. Direct Transfers of Value are those made directly for the benefit of a Recipient. Indirect Transfers of Value are those made on behalf of a pharmaceutical company for the benefit of a Recipient, or those made through a Third Party and where the pharmaceutical company knows or can identify the Recipient that will benefit from the Transfer of Value. Disclosure of a ToV follows the Recipient and not the ultimate beneficiary of the ToV.</p> <p>All ToVs to the Recipient HCPs and HCOs will be stated in gross amounts, however excluding VAT. Novo Nordisk will disclose ToV as reported in Novo Nordisk's financial systems. This means that any related taxes, not specifically listed as "VAT" will be included in the disclosed amounts. Examples include "social security expenses" and "city tax". VAT will be excluded where possible but may in some cases be included for transnational ToV where VAT is not deductible locally.</p> <p>ToV related to Novo Nordisk company organised events will only be tracked and disclosed if these are related to individual travel and individual accommodation. This means that all other internal or external costs e.g. facilities, conference room's translation services, etc. will not be split and allocated to participating HCP individuals and will not be disclosed.</p> |

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| | <p>ToVs related to medical samples, investigational compounds and biological samples are excluded from disclosure obligations.</p> <p>In cases where Novo Nordisk booked and paid travel and/or accommodation, but the HCP did not show up, ToV will not be allocated to this HCP. An expense held by Novo Nordisk is not in itself considered a ToV. Provision of nurse mentoring support by Novo Nordisk Ltd to HCOs (MERIT™ nurse mentor) is an in kind ToV and reported as Donations and Grants to the HCO.</p> |
| Travel | <p>Costs of flights, trains, baggage handling, car hire, tolls, parking fees, taxi, visa related expenses, etc.</p> <p>Transport expenses that are not directly associated with/allocated to an individual HCP (e.g. where mass group transport by bus/coach is used) will not be disclosed.</p> |