



## SPONSORSHIP AGREEMENT

This Agreement shall become effective as of date of last signatory by and between:

Novo Nordisk Scandinavia AB  
Region Denmark  
Att.: Nina Moss  
Ørestads Boulevard 108, 6.  
2300 København S  
CVR No. 25676483

(hereinafter referred to as 'Novo Nordisk')

and

Diabetesforeningen  
Att.: Ane Eggert Jackson (aej@diabetes.dk)  
Stationsparken 24, st. tv.  
2600 Glostrup  
CVR-nr. 35 23 15 28

(hereinafter referred to as 'Recipient')

Novo Nordisk and Recipient are hereinafter also referred to individually as 'Party' and collectively as 'Parties'.

### PREAMBLE

WHEREAS Recipient is seeking support for diabetes conference in the parliament 26<sup>th</sup> of November 2019 as described herein (hereinafter referred to as 'Activity'), and has requested that Novo Nordisk supports the Activity; and

WHEREAS Novo Nordisk, on the basis of Recipient's letter of 21 August 2019, found that the Activity is a worthy project to support; and

WHEREAS As part of Novo Nordisk's commitment to the diabetes community and to ensure enhanced political and public awareness on quality in diabetes treatment, Novo Nordisk wishes to provide funding (herein after of the Activity on the terms and conditions set out in this Agreement.)

NOW, THEREFORE, in consideration of the foregoing and the terms and conditions set forth herein, the Parties agree as follows:

### 1. PURPOSE AND SCOPE

1.1 The purpose and scope of the Diabetes Conference is to put political focus on the need for improved treatment.



The Conference will be a mid-term review of the National Diabetes Action Plan.

The conference will highlight what progress has been made in recent years and what challenges still persist.

The headlines for the conference are

- Status of diabetes treatment – what progress has been made in recent years? How is the National Action plan implemented?
  - The Diabetes patient in a new structure – cooperation between general practice, hospitals and municipalities
  - Data-driven quality and monitoring
  - Inequality – How do we ensure early tracing and support the particularly vulnerable people with diabetes?
- 1.2 Recipient agrees that the Sponsorship may only be used by Recipient for the purpose as described in Clause 0 above as specified in Recipient's request letter which is attached to this Agreement in Appendix 1. The Activity is further described in Appendix 1 to this Agreement.
  - 1.3 Recipient agrees that all expenses covered by the Sponsorship must be reasonable, bona fide, and be fully documented.
  - 1.4 The Recipient shall in relation to publications of the Activity and its execution properly disclose the Sponsorship by Novo Nordisk pursuant to this Agreement.
  - 1.5 The political diabetes conference is an event. Recipient shall provide Novo Nordisk with a copy of the final programme for the Activity promptly upon finalization of the programme.

## **2. STATUS OF THE PARTIES**

- 2.1 Recipient will act independently of Novo Nordisk and shall perform in its own name and for its own account for all purposes and at all times. The Parties acknowledge that the relationship between them is that of independent contractors, and not that of employer and employee, nor principal and agent, nor partners in a joint venture, nor any similar relationship whatsoever. Neither Party shall exercise control over the business or activities of the other Party, and neither Party is granted any right or authority to assume or to create any obligation or responsibility, express or implied, on behalf of, or in the name of the other Party, or in any other way to act on behalf of, or to bind, the other Party.

## **3. Financial Support**

- 3.1 Novo Nordisk agrees to pay Recipient the amount of **260.000 DKK excl. VAT** as Sponsorship in support of the Activity.
- 3.2 Recipient shall provide Novo Nordisk with written documentation of the expenses actually paid through this Sponsorship within two (2) months of the Activity date. If the entire Sponsorship is not used, then the remaining unspent amount shall be refunded to Novo Nordisk.



3.3 **ANY PAYMENT PAYABLE BY NOVO NORDISK UNDER THIS AGREEMENT IS SUBJECT TO RECEIPT BY NOVO NORDISK OF AN INVOICE ALLOWING FORTY FIVE DAYS FROM RECEIPT BY NOVO NORDISK OF SUCH INVOICE UNTIL SETTLEMENT.** For the avoidance of doubt, all bank fees related to receipt of interbank transfers must be borne by the Recipient.

3.4 The invoice from the Recipient must be submitted to Novo Nordisk in original and must contain the following data:

- Name and address of Recipient
- Place and date of invoice
- Name and address of Novo Nordisk as recipient of invoice
- Description of the Activity
- Amount and currency
- Recipient's bank account details
- Signature of Recipient

In case the Activity is subject to VAT, the invoice must also contain obligatory data in accordance with the provisions of the applicable VAT laws. All payments shall be made via bank transfer according to the invoice details.

3.5 Both Novo Nordisk and the Recipient mutually state, that the Sponsorship is based on the suggested budget by the Recipient reflecting the direct cost of the Activity evaluated in good faith and that the Sponsorship was determined irrespective of the scope or value of any other relationship between Novo Nordisk and the Recipient. Additionally the Parties declare that the Sponsorship shall not require the Recipient to acquire, use, promote or mediate the purchase of any products offered by Novo Nordisk or its affiliates, nor to list any of the products offered by Novo Nordisk at the list of reimbursable medicines. At Novo Nordisk's request, the Recipient shall allow Novo Nordisk to periodically inspect the Recipient's records of the expenditures related to the Activity.

#### 4. OBLIGATIONS OF THE RECIPIENTS / SPONSORSHIP BENEFITS

4.1 In exchange for the Sponsorship, the Recipient hereby agrees to:

Plan and hold the diabetes conference with a vendor. The recipient will not ask the vendor to perform all tasks related to the Activity, eg. will the recipient make the first outreach to speakers and finalise the programme.

4.2 Recipient shall ensure that Novo Nordisk is credited as a sponsor of the Activity and that such information is disclosed in connection with the Activity, including display or presentation of Novo Nordisk information or logo, in:

Invitation letter,  Preliminary programme,  Programme,

Flyer/poster,  Official Activity website,  .....



- 4.3 Recipient is solely responsible for the Activity. Novo Nordisk supports the Activity as outlined in this Agreement, but does not influence its content which independently is decided upon by Recipient.
- 4.4 After completion of the Activity the Recipient will within two (2) months confirm in writing use of the Sponsorship together with a written specification of the actual amounts used on the Activity, cf. Clause 3.2.

## **5. STATEMENTS OF THE SPONSORSHIP RECIPIENT**

- 5.1 The Recipient hereby declares being familiar with the provisions of the relevant laws governing drug promotional activities and interactions with HCPs, as well as all relevant ethical standards related to drug advertising and undertakes to comply with all the rules provided for therein in conducting the sponsored Activity.
- 5.2 The Recipient hereby declares that it has obtained any and all licenses required to organise the Activity, and that Recipient is authorised to conclude agreements related to organising and conducting the Activity.

## **6. CHANGES**

- 6.1 In case of major changes to the scope or budget of the Activity, including changes in the speakers or time schedule, as described in Clause 1, Novo Nordisk shall immediately be informed of any such change and the Parties shall discuss any impact the changes may have on the Sponsorship or any other relevant change of the terms and conditions pursuant to this Agreement. In case of major changes to the scope or budget Novo Nordisk may continue funding the Activity at the level set forth in this Agreement, may choose to reduce or increase grant funding or may withdraw approval of the Sponsorship and request refund of any payments made.

## **7. PUBLICITY**

- 7.1 Recipient may use Novo Nordisk's name, logo and trademarks only in the performance of the activities of the Activity as described in Clause 1, including media activities and press releases. Any such use shall be in compliance with Novo Nordisk's Brand Manual (<http://brandmanual.novonordisk.com>) approved by Novo Nordisk by prior written consent.
- 7.2 Except as specifically set forth in this Agreement, Recipient may not use Novo Nordisk's name, logo, trademarks, service marks, products, other aspects of Novo Nordisk's corporate identity or any other material protected by intellectual property rights of Novo Nordisk in any advertising or publication of any type without prior written approval of Novo Nordisk.
- 7.3 Novo Nordisk shall have the right to use Recipient's name, logo or trademarks and may make publications concerning Novo Nordisk's contribution to the Activity without prior consent of Recipient.
- 7.4 Novo Nordisk will publish information relating to this Sponsorship on Novo Nordisk's website ([www.novonordisk.dk](http://www.novonordisk.dk)) as required by law. The information will



be publically available for at least 6 months from the effective date of this Agreement, or the duration otherwise required by the relevant law(s).

- 7.5 Recipient will publish information on the Sponsorship on the Recipient's webpage. The information will include the Sponsorship amount and, if applicable, any in kind transfer, cf. the Danish Pharmaceutical Promotional Act (Reklamebekendtgørelsen) § 21. Publication must be made ensuring that support received from pharmaceutical companies is clearly separated. The information must be available on the Recipient's webpage no later than one (1) month after the Recipient received the Sponsorship. The information must be publically available for at least two (2) years.

## **8. MISCELLANEOUS**

- 8.1 Recipient is solely responsible for the Activity.
- 8.2 Recipient shall ensure that, in the performance of the Activity, Recipient complies with all applicable laws, standards and regulations, including any code of practice and other applicable guidelines, including laws and regulations on bribery, corruption and prohibited business practices. Recipient shall not give or receive bribes to obtain undue or improper advantages, and shall refrain from offering gifts and/or entertainment to the Activity participants. Recipient shall ensure that Novo Nordisk's financial support does not cover any leisure or social activities (e.g., tours, concerts, other entertainments).
- 8.3 Recipient and Novo Nordisk agree that the arrangements and payments set out in this Agreement do not act as and are not intended to act as an incentive or reward for a person's past, present or future willingness to prescribe, administer, recommend, purchase, pay for, reimburse, authorize, approve or supply any product or service sold or provided by Novo Nordisk or otherwise support Novo Nordisk's products or services.
- 8.4 Recipient represents not being aware of any conflict of interest that would prevent Recipient from accepting the Sponsorship from Novo Nordisk.
- 8.5 The Parties declare in signing this Agreement that Recipient shall be free to collaborate with several pharmaceutical companies and that Novo Nordisk shall be free to collaborate with one or more organisations. The Parties further state that their relations shall not involve exclusive rights with respect to specific products or therapeutic areas.
- 8.6 Novo Nordisk shall not be responsible for any deviation or departure from relevant laws, standards, regulations and guidelines that are not due to any act or omission by Novo Nordisk.

## **9. DURATION AND TERMINATION**

- 9.1 This Agreement shall remain effective until sixty (60) days after completion of the Activity.
- 9.2 Either Party may terminate this Agreement with immediate effect in the event that the other Party has materially breached or defaulted on the performance of any of its obligations hereunder, and such default has continued for thirty (30)



days after written notice thereof was provided to the breaching Party by the non-breaching Party. Any termination shall become effective at the end of such a thirty (30) day period unless the breaching Party has remedied any such breach or default prior to expiry of the thirty (30) day period.

9.3 Upon termination either Party may seek remedies for breach of this Agreement.

## 10. GOVERNING LAW AND DISPUTE RESOLUTION

10.1 The Parties shall use commercially reasonable efforts to settle all matters in dispute amicably. Any dispute arising out of or in connection with this Agreement must be settled by Danish courts.

10.2 This Agreement shall be construed and interpreted pursuant to the laws of Denmark to the exclusion of any rule that would refer the subject matter to another forum.

## 11. COMPLIANCE HOTLINE

11.1 Novo Nordisk contract parties have the opportunity to report securely and confidentially suspected misconduct through the Novo Nordisk compliance hotline. Reports may be made in the following areas: serious improper conduct contrary to the Novo Nordisk Way; financial fraud; business ethics misconduct; quality standards misconduct; and serious misconduct related to procedures for occupational health and safety, responsible sourcing and external environment. Information about using the compliance hotline and other possibilities to report suspected misconduct can be found at <http://www.novonordisk.com/contact-us/compliance-hotline.html>. Recipient agrees to make relevant personnel in its organization aware of the availability of this compliance hotline.

## 12. DISCLOSURE REQUIREMENTS

12.1 Novo Nordisk will make publicly available a description of the Sponsorship provided hereunder together with the name of Recipient. According to local regulations Novo Nordisk may in addition make this Sponsorship agreement publicly available.

IN WITNESS WHEREOF, the Parties have executed and delivered this Agreement.

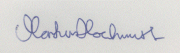
Date: 25 September 2019

Date: 20 september 2019

On behalf of Recipient:

On behalf of Novo Nordisk:

DocuSigned by:  


DocuSigned by:  


Name: Ane Eggert Jackson  
 Title: Chef, Politisk Sekretariat

Name: Markus Peter Hochmuth  
 Title: Market Access and Public Affairs Director

## Appendix 1

21-08-2019



### Anmodning om sponsorat til afholdelse af politisk konference om den Nationale Diabeteshandlingsplan

Diabetesforeningen anmoder om et sponsorat fra Novo Nordisk til afholdelse af en politisk konference på Christiansborg.

#### Formålsbeskrivelse

I efteråret 2017 blev den Nationale Diabeteshandlingsplan offentliggjort. Implementeringen af planen er nu i fuld gang, men det er centralt at der opretholdes momentum, og at der sættes en retning for den fortsatte udvikling af diabetesbehandlingen.

Formålet med konferencen er en form for midtvejsstatus på den nationale handlingsplan for diabetes.

Med konferencen ønsker vi at sætte fokus på, hvilke fremskridt der er sket de seneste år på diabetesområdet, og hvilke udfordringer der stadig er.

Overskrifterne for konferencen er

- Status på diabetesbehandlingen – hvilke fremskridt er sket de seneste år? Hvordan går det med implementering af den nationale handlingsplan?
- Diabetespatienten i en ny struktur – samarbejdet mellem almen praksis, hospitaler og kommuner – udflytning af type 2-diabetespatienter til almen praksis. Hvordan hjælper vi almen praksis til at løfte et langt større behandlingsansvar ift. personer med type 2 diabetes?
- Mulighederne i datadrevet kvalitetsudvikling og monitorering – hvordan kan vi måle på, at de mange gode initiativer som er sat i gang på diabetesområdet de seneste år rent faktisk også kommer til at gøre en forskel – og er en succes for patienten og samfundet?
- Ulighed – hvordan sikrer vi tidlig opsporing og støtte de særligt sårbare personer med diabetes?

Oplægsholdere og debattører skal være en blanding af nationalpolitikere, regionspolitikere, formand fra PLO, KL, DSR m.fl.

#### Praktisk

Konferencen forventes at blive afholdt **d. 26. november kl. 9.00 – 16.00** i Fællessalen på Christiansborg. Vi afventer endelig bekræftelse for booking af lokalet. Formand for Folketingets Sundheds- og ældreudvalg Jane Heitmann (Venstre), og Sundhedsordfører Rasmus Horn Langhoff (Socialdemokratiet) har begge takket ja til at være værter for arrangementet.

Konferencen afholdes af Diabetesforeningen, med Novo Nordisk som sponsor.





21-08-2019



**Økonomi**

Diabetesforeningen anmoder Novo Nordisk om et sponsorat på: **DKK 260.000 kr. (ekskl. moms.)**

Den finansielle ydelse skal anvendes til at dække en del af Diabetesforeningens udgifterne til konferencen.

Vi håber, at Novo Nordisk har mulighed for at støtte aktiviteten.

Med venlig hilsen

Ane Eggert Jackson  
Chef, Politisk Sekretariat