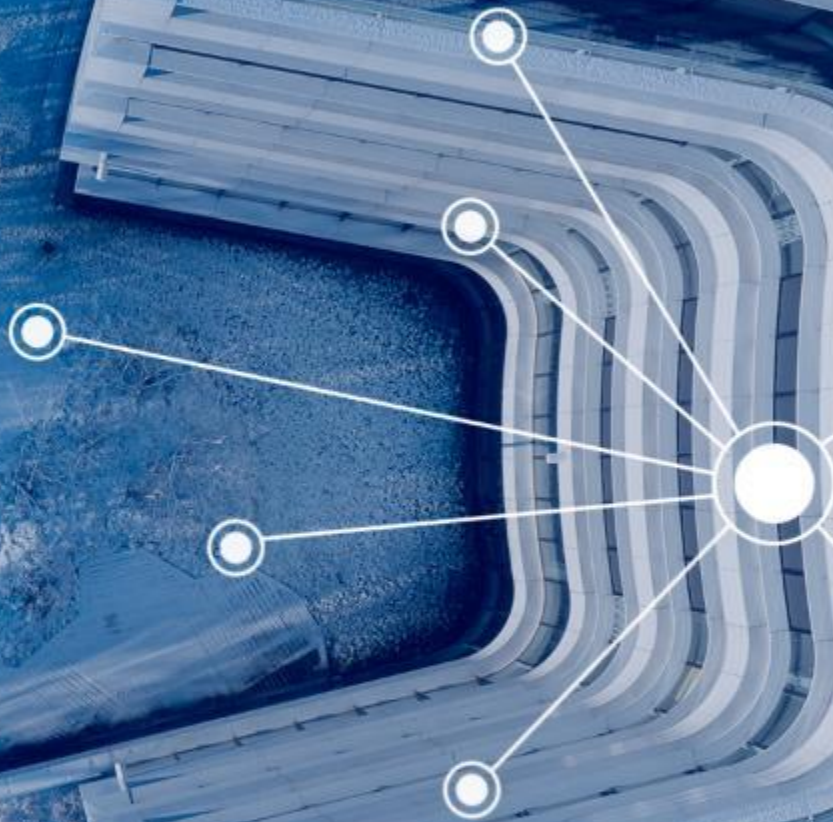


global security



Background



Who is Novo Nordisk?

Novo Nordisk is a Danish pharmaceutical company specialized in diabetes and obesity.



Prescription Drugs
ONLY



Cold Chain
(2-8 °C)



What?

Attention: Our products have gained world-wide attention mainly due to weight-loss effects.

Counterfeit: This has led to a surge of counterfeit products.



Why?

Patient safety: Failure to comply with label or instruction may cause safety concerns

Dangerous: Counterfeit may cause patient harm

Low quality Failure to observe cold-chain or storage requirements may cause patient harm

At-risk Products

OZEMPIC®
semaglutide injection



Ozempic® is approved for treatment of type 2 diabetes. It is injected once weekly.

RYBELSUS®
semaglutide tablets



Rybelsus is approved for treatment of type 2 diabetes. It is taken as a tablet daily.

ONCE-WEEKLY
wegovy®
semaglutide injection 2.4 mg



Wegovy® is approved for treatment of obesity. It is injected once weekly.

lortitropin
omatropin) injectio



Norditropin® is a growth hormone approved for treatment of growth disorders.

How to detect counterfeit products?

Keep these 3 things in mind:

1. The Sales channel

The counterfeits are found on both **physical** and **online** channels

- Our products should only be sold in legitimate channels.

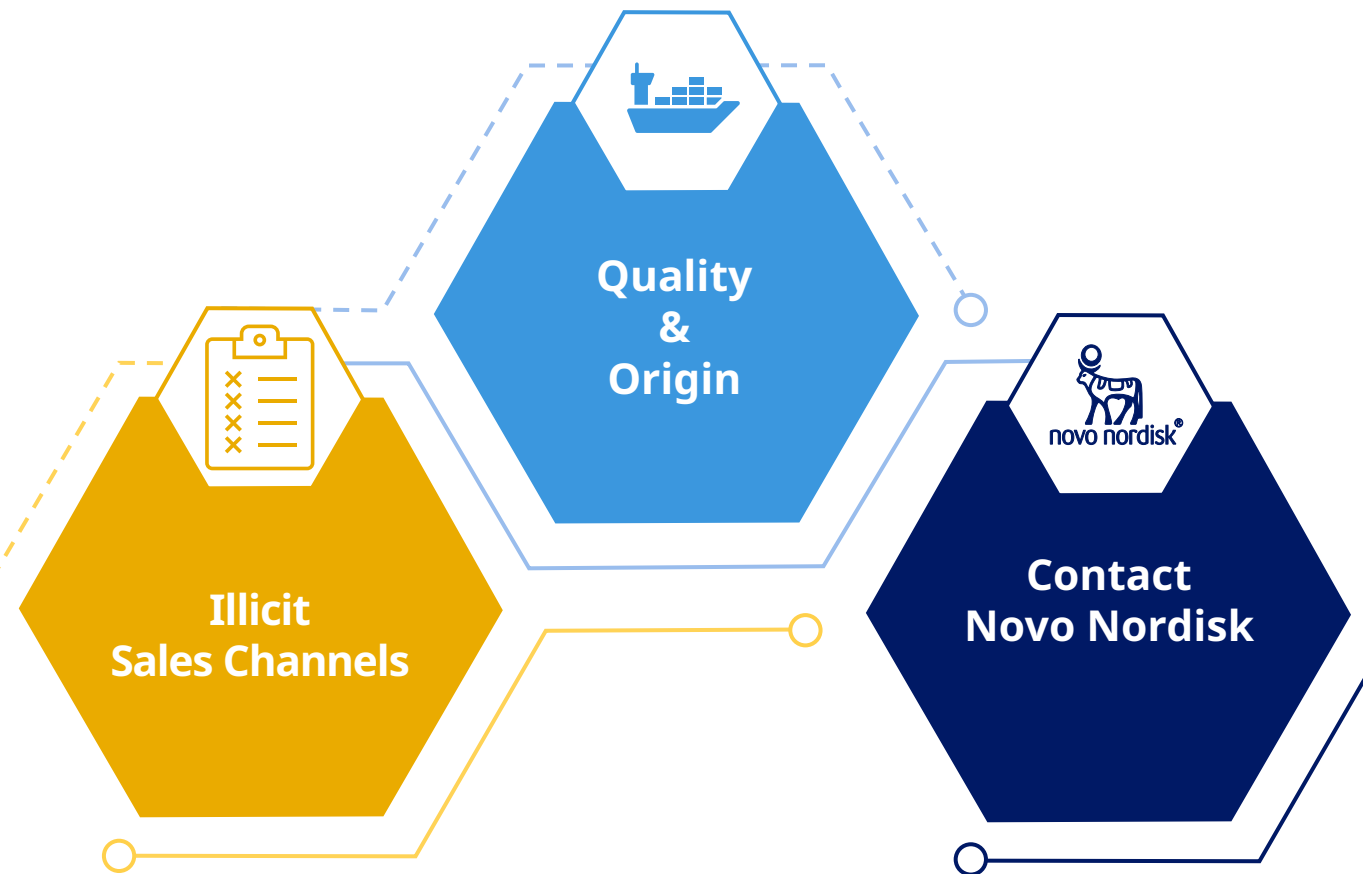
2. Quality & Origin

The products require **professional distribution** and **cold chain networks**.

- Our products are only produced by certain factories

3. Contact Novo Nordisk

If you have **suspicious** that counterfeit products are making it to your market, please contact **Novo Nordisk**.



1. The sales channels



WHAT is it about?

Sales of semaglutide is increasing online and offline.

- Online sales: E-commerce platforms, social media (influencers and illegal sellers) and fake websites
- Offline sales: Pharmacies, gyms clubs

HOW to manage it?

For online sales:

- Be aware on social media (TikTok, X (Ex-Twitter), Facebook...)
- The fake advertisements redirect to fraudulent websites
- Notify us and will take care of the website shutdown

For offline sales:

- In any case of suspicious NN product sales, contact us.

Example
Ozempic sells online



Example
Ozempic Packaging labelled "Bayer" found in a gym



2. Quality & Origin



ORIGIN of the product

Our products are only manufactured at the listed sites [here](#)

- It is counterfeit if products are claimed manufactured elsewhere

Trends:

- Counterfeit Rybelsus from China
- Counterfeit Ozempic from Turkey (on the rise)

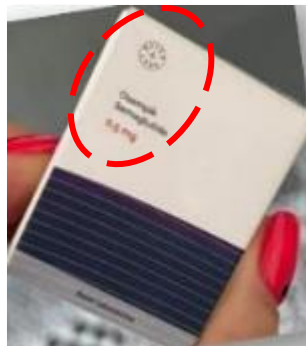
VERIFICATION of packaging

- Check the dates
- Check the batch number below the dates
- If the batch number is in [this list](#), be suspicious
- Check the general packaging (Novo Nordisk logo, spelling errors, quality of openings...)

Example
Fake batch number



Example
Incorrect packaging (wrong logo and design)



Example
Spelling errors on packaging



3. Contact Novo Nordisk



**We're available
24/7!**

Suspicion?

If you have suspicions that counterfeit products are making it to your market, please contact the people below or directly [Global Security](#)

CONTACT PERSONS:



Anne DEVAUD

Head Global Product Security (Global)
azjd@novonordisk.com



Jim HENDERSON

Director Risk Management (US)
jaxh@novonordisk.com



Benedict CHEN

Regional Security Advisor (APAC)
btcn@novonordisk.com



Stephen YARDLEY

Regional Security Advisor (EMEA)
spqb@novonordisk.com



Renata PEREIRA

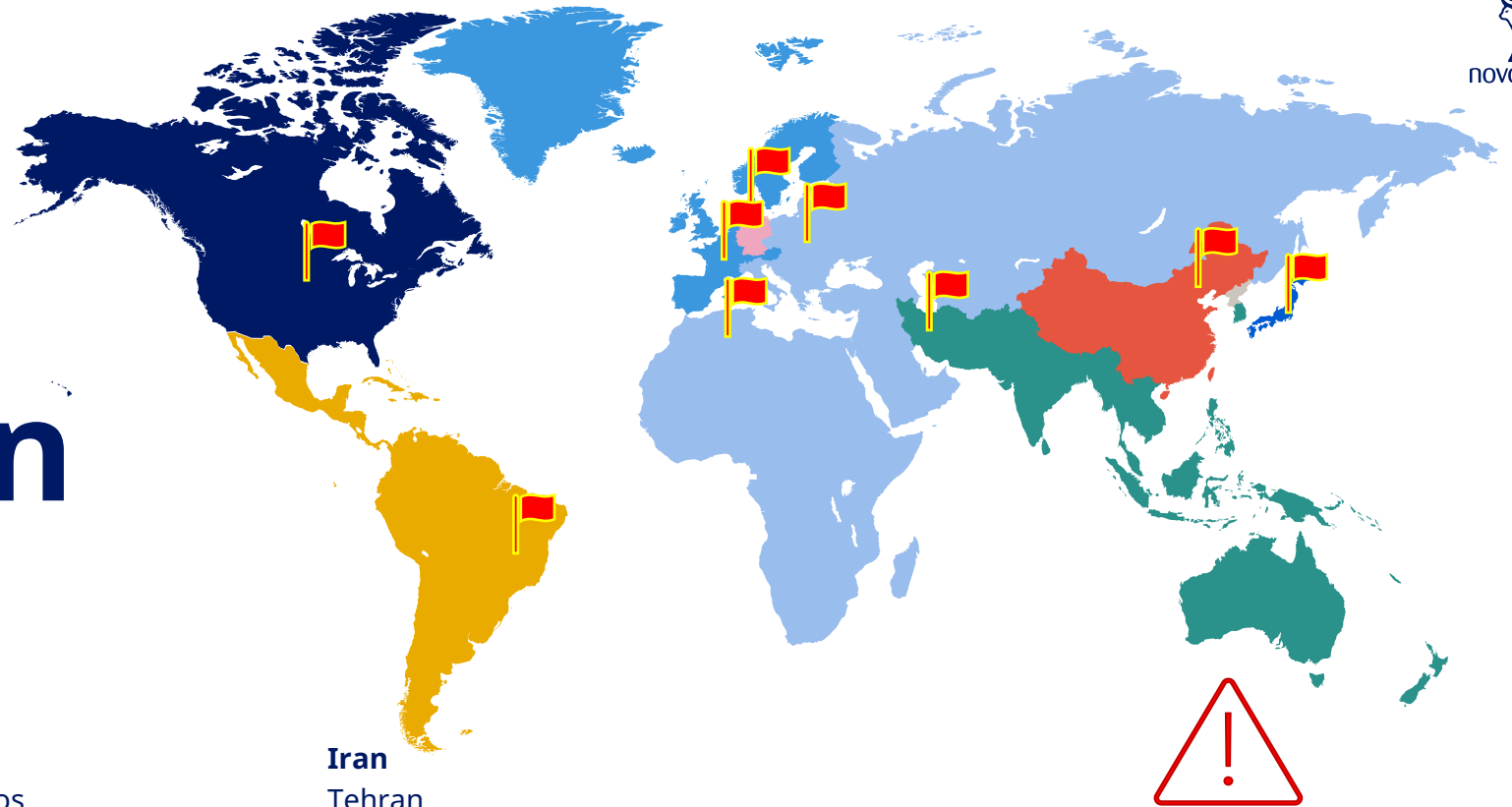
Regional Security Advisor (LATAM)
rtrcr@novonordisk.com



Maria Magdalena Korzycka
Global Product Security Coordinator
kzmg@novonordisk.com



Our Production Facilities



Denmark

Bagsværd, Kalundborg, Hillerød,
Gentofte, Værløse, Måløv
Company: Novo Nordisk Denmark /
Novo Nordisk A/S

France

Chartres
Company: NN France Production

China

Tianjin
Company: Novo Nordisk China

Brazil

Monte Claros
Company: Novo Nordisk Brazil

USA

Clayton, Durham, New
Hampshire
Company: Novo Nordisk Inc. /
Novo Nordisk USA (Clayt.)

Japan

Koriyama
Company: Novo Nordisk Japan

Iran

Tehran
Company: NN Pars (PSJ)

Algeria

Blida, Tizi Ouzou
Company: Aldaph SPA

Russia

Kaluga
Company: Novo Nordisk Russia

Our at-risk products are all manufactured from one of these sites.

- Any product packaging claiming to be manufactured elsewhere is counterfeit

If you see a company that doesn't belong to the one the side, you can't trust it and you should directly report the shipment

All NN products entering ESTONIA come via these importers and at these ports of entry:

Importers and distributors:

Producers:

- Novo Nordisk A/S
- NN France Production
- Novo Nordisk Brazil

Distributors:

- Magnum Medical OU
- TAMRO EESTI OU
- BALTFARMA OU

Port of entry:

- Magnum Medical LTd.

*Products imported, distributed or with a point of entry **elsewhere, are counterfeit or diverted***



If you see a company that doesn't belong to these lists, you **can't** trust it and you need **to directly report** the shipment

Main Batch Numbers at risk

- Batch numbers are written on the back of the packaging, below the dates
- They are important numbers for us to track our products and their origin

Currently, we observe the following batch number at risk:

Batch do not exist with NN	Product	Frequently used Batch numbers	Product
NS6GG22	Rybelsus®	MP5B060	Ozempic®
FT4A281	Ozempic®	NP5E775	Ozempic®
NDC7139	Norditropin®		
MC74746	Norditropin®	NS6JT27	Rybelsus®
MG5B070	Ozempic®		
JS7A925	Ozempic®	NO6F617	Wegovy®
NPSG234	Ozempic®		
9F808A	Norditropin®		

Batch Number



If you notice a batch number from this list on a shipment, please be vigilant!

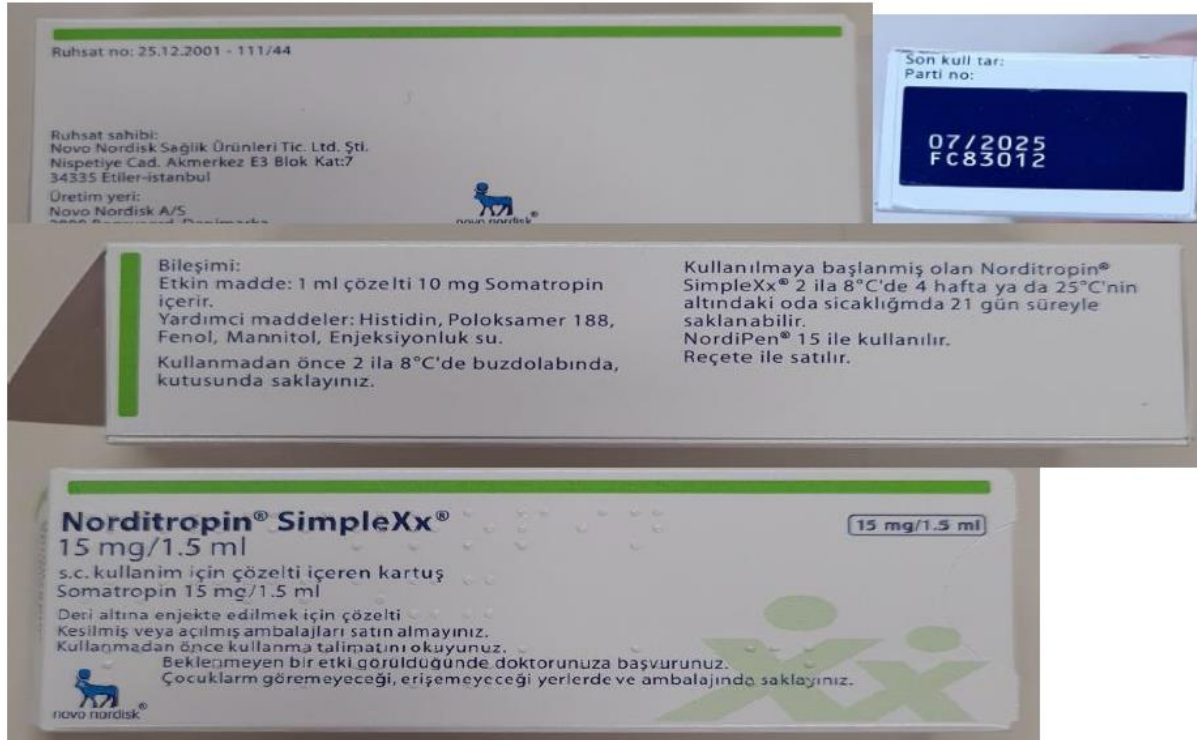
- For Ozempic MP5B060, if its 1 mg it is a counterfeit.
- For Ozempic NP5E775, batch number does not exist for Ozempic but exist for Saxenda and sold in Argentina
- For Rybelsus NS6JT27, batch number does not exist for Rybelsus but exist for NovoEight intended to be sold in Colombia

Norditropin® SimpleXx® no more in production worldwide, but still counterfeited

CF Batch numbers: FC83012, NDC7139, MC74746, 9F808A

Seen recently in Turkey and Greece

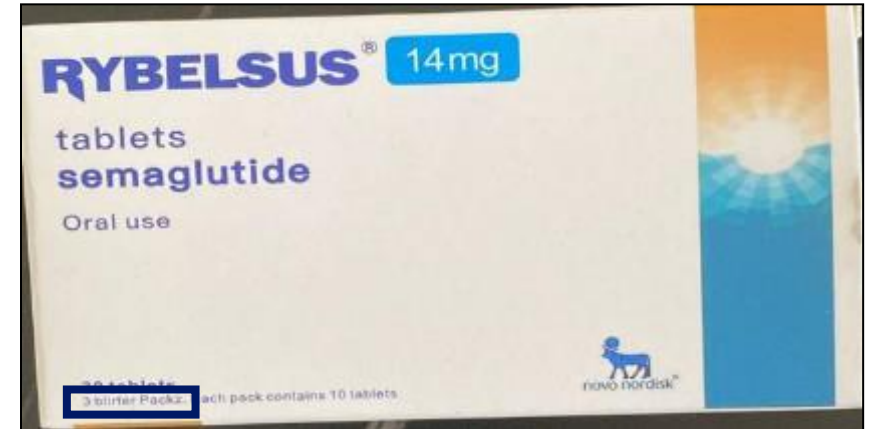
Abused by bodybuilders*



Picture 1: Photos of falsified Norditropin® SimpleXx® 15 mg 1.5 ml, solution injectable, batch FC83012.

Counterfeit Rybelsus example

- Rybelsus ranks as the second-most counterfeited Novo Nordisk product
- Examine the packaging for **spelling mistakes**
- The provided images highlight the **spelling discrepancies identified**



Counterfeit Saxenda example

Modus operandi:

- Counterfeiters utilized Apidra SoloStar pens that resemble those of Saxenda. The pens are Sanofi's product, designed for administering rapid-acting insulin.
 - They substituted the original Apidra labels with counterfeit Saxenda labels
 - They distributed Alvita needles with the pens, in place of Novo Nordisk's own

Genuine

Counterfeit



Genuine Saxenda® pen



Genuine Apidra® SoloStar® pen



- Fake Saxenda pen:*
- Fake label of poor quality*
 - Not adhering well to the pen*



How to differentiate:

- Dose Selector** extends up to 80 on counterfeit
- Label on the pen and carton:** poor quality and not adhering well to the pen
- Counterfeit needles:** ALVITA

New Modus operandi - NN genuine rapid insulin pen relabeled as **Ozempic**

Genuine



Genuine Ozempic® 1 mg pen



Genuine Fiasp® pen

Counterfeit



How to differentiate:

- Counterfeiters are using NN rapid insulin pens and relabelling them as Ozempic
- The Ozempic® pen is light blue with a gray injection button, while Fiasp® insulin pens are dark blue with an orange button

Counterfeit Ozempic example

Modus operandi:

- Counterfeiters utilized Apidra SoloStar pens (1) that resemble those of Ozempic (2). The pens are Sanofi's product, designed for administering rapid-acting insulin.
 - They substituted the original Apidra labels with counterfeit Ozempic labels (3)
 - They distributed Alvita needles (4) with the pens, in place of Novo Nordisk's own

Genuine

1



Genuine Ozempic® 1 mg pen

Counterfeit

2



Genuine Apidra® SoloStar® pen

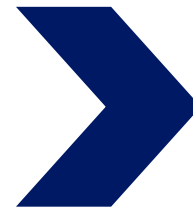
3



Fake Ozempic pen:

- Fake label of poor quality*
- Not adhering well to the pen*

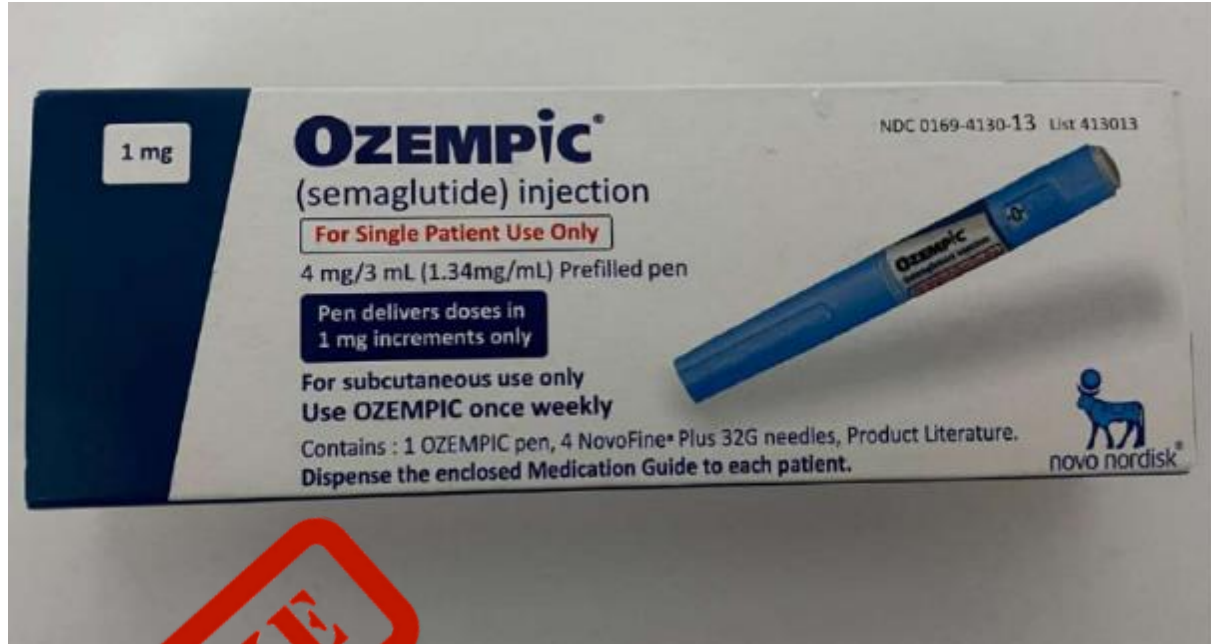
4



How to differentiate:

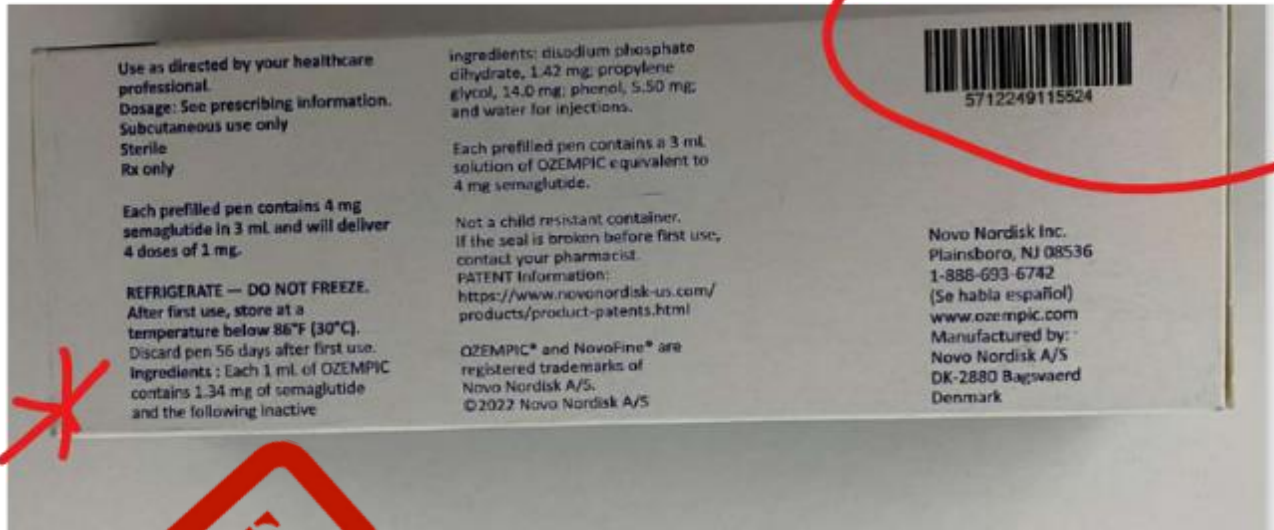
- Dose Selector** extends up to 80 on counterfeit
- Label on the pen and carton:** poor quality and not adhering well to the pen
- Counterfeit needles:** ALVITA

Counterfeit Ozempic example

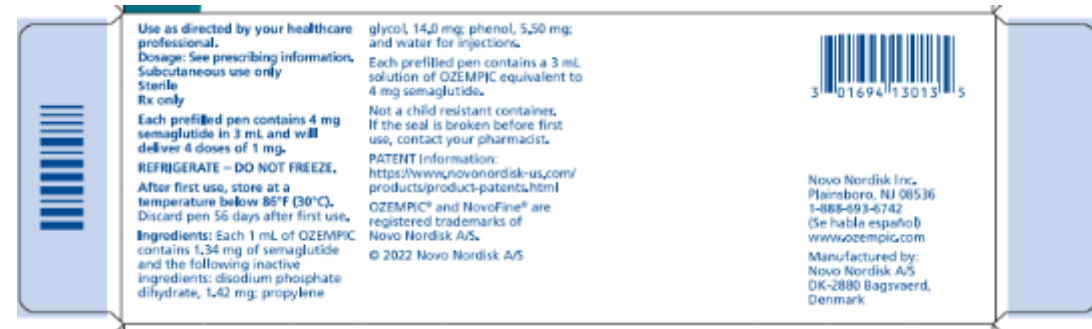


- The fake on the left has a darker blue compared to the more aqua blue for the authentic carton. All the other letterings are a good copy.

Counterfeit Ozempic example



FAKE



- The fake in left has a different SKU number compared to the original carton.
- The line of the information is misaligned compared to the original, starting from "Refrigerate .."

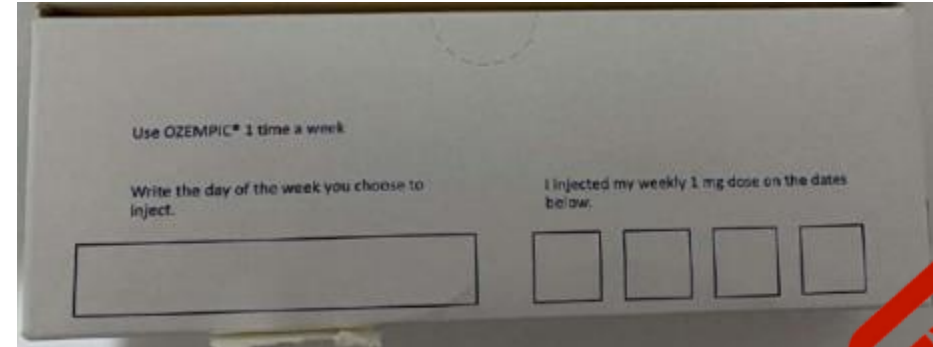
Counterfeit Ozempic example



FAKE



- The fake is missing a white upside down triangle

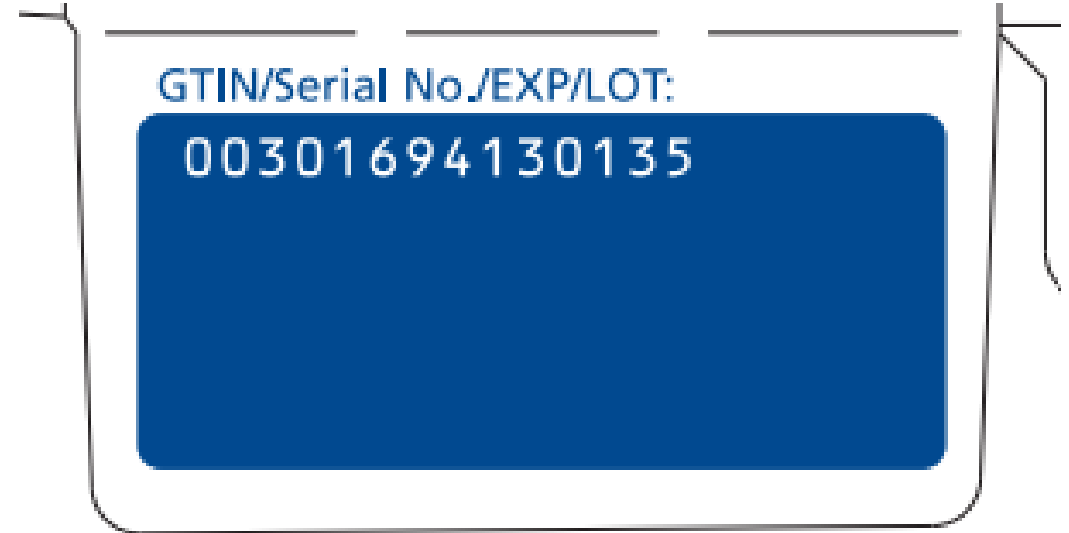
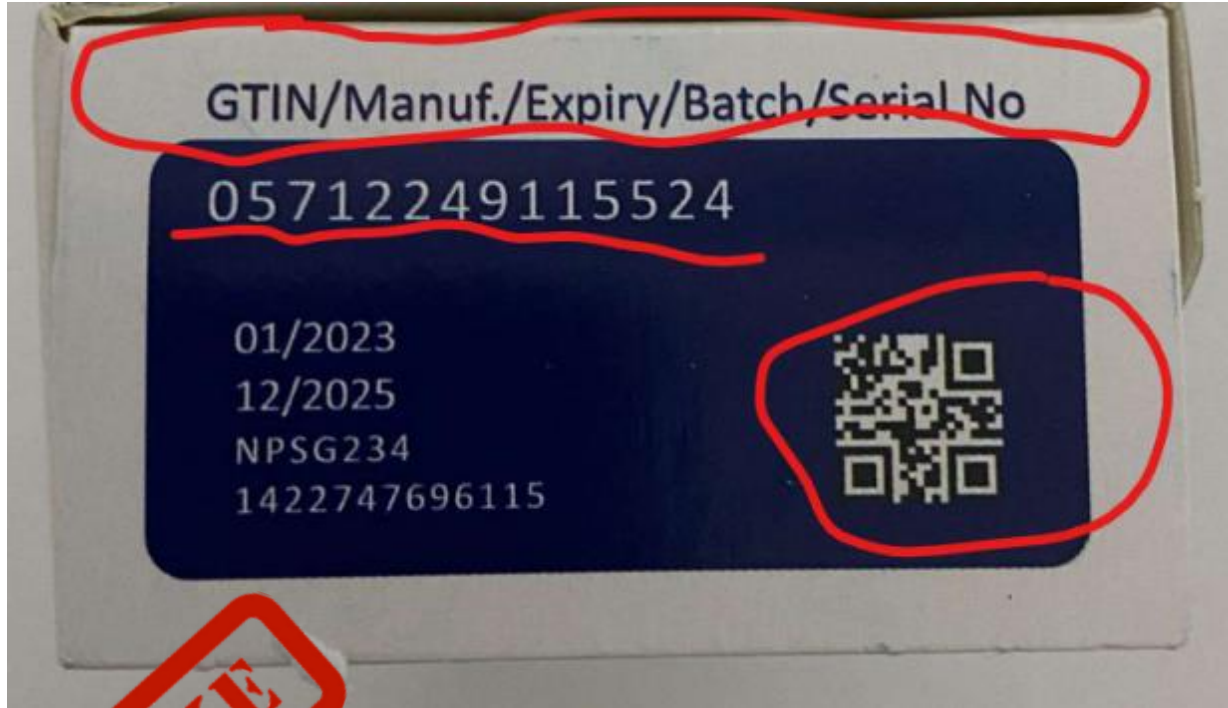


FAKE



- Poor printing image on the fake and missing bold wording "day" and "weekly". Also missing "Lift here"

Counterfeit Ozempic example



- GTIN is incorrect and the order of the various information. The QR code is black and white where in the legitimate carton is blue and white.

Counterfeit Ozempic example



FAKE



- The fake carton was for a "1 mg" but label has "3 ml" The real does not have "3 ml".
- The rest is all different below "For single patient use only"