

SPONSORSHIP AGREEMENT

The **parties** to this agreement are:

Novo Nordisk Denmark A/S
Att.: Thomas Bille Winkel
Ørestads Boulevard 108, 6.
2300 København S

Diabetesforeningen
Stationsparken 24, st. tv
2600 Glostrup
Denmark

Company registration no.
CVR No. 38180045

Company registration no.
CVR No. 35231528

("Novo Nordisk")

("Recipient")

1. Purpose and nature of the sponsorship



1.1 Recipient's request and purpose

The Recipient has requested financial and/or non-financial support from Novo Nordisk for its activity Beat Diabetes 2022 as further detailed in Attachment A.

The Recipient shall use the sponsorship only for the purpose of healthcare-related education, information, research or scientific exchange, as described in Attachment A.

1.2 Novo Nordisk's support

Novo Nordisk has decided the Recipient's request is worthy of support as part of Novo Nordisk's involvement in diabetes awareness.

Novo Nordisk is one of several sponsors of the activity.

Novo Nordisk agrees to provide to the Recipient the amount of 50,000 DKK to support the request.

Novo Nordisk will not make any non-financial transfers of value.

2. Start and end dates of this agreement



This agreement shall become effective as of date of last signatory and shall remain effective until sixty (60) days after the parties have fulfilled their obligations under it.



3. Recipient's duties

3.1 Provide a tangible benefit to Novo Nordisk

In exchange for the sponsorship, the Recipient shall provide to Novo Nordisk recognition as a sponsor.

3.2 Inform Novo Nordisk of changes affecting the request

The Recipient shall inform Novo Nordisk promptly of changes affecting the nature, purpose, participants or timing of the requested support. If Novo Nordisk determines that the change affects its compliance requirements, Novo Nordisk may demand full or partial repayment of the sponsorship. The Recipient shall comply with the demand within 14 days.

3.3 Account for the activity regularly and upon completion

The Recipient regularly shall inform Novo Nordisk of the progress of the activity in writing.

Within 1 month after completing the activity supported by the sponsorship, the Recipient shall provide to Novo Nordisk a report or letter evidencing that the sponsorship was used for its intended purpose. The Recipient may provide the accounting and documentation in the form of a sponsorship package, website publication, report or invoice with attachments, or other similarly substantiated written form acceptable to Novo Nordisk.

3.4 Refund any unspent amounts

The Recipient shall refund to Novo Nordisk any amounts not spent for the requested purposes, as shown by the accounting and documentation.

3.5 Be responsible for care and use of sponsored items

If Novo Nordisk sponsors physical items, the Recipient is solely responsible for its own use of the sponsored items and shall assure that sponsored items are properly stored, handled and protected after delivery. Novo Nordisk is not responsible or liable for the Recipient's use of the sponsored items and is not required to carry insurance or take any other measures to protect sponsored items after delivery. Novo Nordisk provides physical items as is and without any express or implied representation or warranty of quality or performance.

3.6 Publicise Novo Nordisk as sponsor

The Recipient shall mention Novo Nordisk's name as the sponsor in publicity, advertising, announcements, articles, media releases or similar communications in relation to the supported activity.

3.7 Use Novo Nordisk branding only if approved

The Recipient may not use Novo Nordisk's logo, trademarks or other corporate identity marks or materials unless this agreement specifically permits the use or Novo Nordisk approves the use in advance in writing. Any use must comply with Novo Nordisk's Brand Manual (<https://brandportal.novonordisk.com/>).

3.8 Allow Novo Nordisk to publicise the sponsorship with Recipient's logo

The Recipient hereby permits Novo Nordisk to use the Recipient's name, logo, trademarks or other organizational identity marks or materials in publicity, advertising, announcements, articles, media releases or similar communications concerning Novo Nordisk's sponsorship.



4. General conditions

4.1 No conflict of interest

Recipient states it is not aware of any conflict of interest related to its acceptance of the sponsorship. Recipient shall inform Novo Nordisk promptly if it discovers such a conflict of interest.

4.2 Compliance with law and ethics

Recipient shall ensure that:

- a) The invitation for the event clearly states that the event is being sponsored by one or more pharmaceutical companies;
- b) The educational meeting will be physically separated from the commercial areas with promotional booths;
- c) The commercial area with promotional booths will not be accessible for the general public; only health care professionals (hereinafter refer to as 'HCPs') will have access to this area;
- d) The Sponsorship will solely support the strictly medically and/or scientifically relevant parts of the Activity programme. If the programme contains any agenda items that is, or could be perceived as, entertainment or not medically relevant, these items must be financed solely and expressly by Activity participants' fees; and
- e) The Sponsorship cannot be used for any gifts to Activity participants or the general public.

The Recipient acknowledges that Novo Nordisk must report the sponsorship to ENLI (Etisk Nævn for Lægemedelindustrien) in accordance with ENLI's advertising code for advertising, etc. directed towards healthcare professionals (Kodeks vedrørende reklame m.v. for lægemidler rettet mod sundhedspersoner).

When carrying out the activity supported by the sponsorship, Recipient shall:

- obtain all licenses needed to conduct the activity,
- perform the activity in a fair and balanced manner,
- comply with all applicable laws, regulations, codes of practice, guidelines and industry standards, among others those related to bribery, corruption and unethical business practices and those governing drug promotional and advertising activities and interactions with healthcare professionals.

Recipient shall not give or receive bribes to obtain undue or improper advantage.

Novo Nordisk contract parties may securely and confidentially report suspected misconduct through the Novo Nordisk compliance hotline, www.novonordisk.com/compliancehotline . Recipient shall inform its personnel about this compliance hotline where relevant.

Novo Nordisk will not be responsible for any deviation or departure from relevant laws, standards, regulations and guidelines ("Deviations") and Recipient will indemnify, defend and hold Novo Nordisk harmless against any claim or suit brought against Novo Nordisk due to such Deviations that are not due to any act or omission by Novo Nordisk.

4.3 Parties act independently

Recipient shall incur all expenses and other financial commitments and take all other actions related to the supported activity in its own name and for its own account. By making the sponsorship, neither party assumes any right or responsibility to act on behalf of the other party.

4.4 Sponsorship is not an incentive

Novo Nordisk states and Recipient acknowledges that the sponsorship is not an incentive or reward for the past, present or future willingness of Recipient, its employees or the participants in Recipient's activities to prescribe, administer, recommend, purchase, pay for, reimburse, authorize, approve or supply, or to support in any other way, Novo Nordisk's products or services.

4.6 Parties may terminate upon breach

Either party may terminate this agreement with immediate effect upon a material breach by the other party.

4.7. Dispute resolution and applicable law

The parties shall use reasonable efforts to settle all matters in dispute amicably. Where settlement is not possible, disputes will be subject to the jurisdiction of the courts in the Recipient's location. The laws of that jurisdiction will apply to all disputed matters, to the exclusion of any rule that would refer the subject matter to another forum.

4.8. Parties' internal approvals

Each party states that the sponsorship and this agreement has been approved by an authorized person according to the organization's standard procedures.

5. Attachments



The following attachments are part of this agreement:

Attachment A: Recipient's request for support (application form, letter or email), with detailed program plan, timeline and budget

Attachment B: Invoice instructions for Recipient—for financial sponsorships only

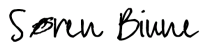
Attachment C: Sponsorships to Health Care Organisations and Patient Organisations: required public disclosures and handling of employee data

SIGNED BY:

Date: October 7, 2022

Date: October 7, 2022


On behalf of Recipient:

DocuSigned by:

7AB25D4ADD43E...

Name: Søren Biune

Title: Forretningschef

On behalf of Novo Nordisk:

DocuSigned by:

211345292FC64A2...

Name: Thomas Bille Winkel

Title: Sr. Communications & Public Affairs Manager

Date: October 7, 2022

On behalf of Novo Nordisk:

DocuSigned by:

D6C3B77D06B64DC...

Name: Markus Peter Hochmuth

Title: Sr. Director, MAPA & RareD BU

Attachment A to Sponsorship Agreement

Recipient's request for support (application form, letter or email)

Kære Thomas Bille,

Jeg håber I også i år vil støtte Diabetesforeningen med en donation ifm. TV-Gallashowet søndag den 13. november 2022, fordi jeres virksomhed kan gøre en stor forskel for børn og voksne med diabetes i Danmark ved at støtte #diabeteskampen.

Diabetes er den 7. hyppigste dødsårsag i Danmark. Det skyldes sygdommens alvorlige og ofte usynlige følgesygdomme. Men statistikken viser ikke hele billedet. Mange dødsfald på grund af hjerte-kar-sygdomme eller nyresvigt skyldes underliggende

I dag har 280.000 danskere diabetes

I 2030 vil cirka 467.000 mennesker være ramt af sygdommen

Hver dag får 43 danskere konstateret diabetes

Hver uge får 8 børn konstateret type 1-diabetes

Diabetes er en stille sundhedskatastrofe, som koster livskvalitet for den enkelte og koster samfundet dyrt.

Sygdommen kan derudover medføre nedsat syn, amputationer, stress og en tidlig død.

Beat Diabetes Foundation i Sverige gennemfører TV-Gallashowet Beat Diabetes - Kampen for livet i samarbejde med Diabetesforeningen i Danmark og Norge samt Svenska Barndiabetesfonden.

Kendte fra Danmark, Norge og Sverige dystet om at samle flest penge ind til diabetessagen i deres land.

Showet indeholder derudover masser af underholdning samt personlige beretninger fra mennesker med diabetes og diabeteseksperter.



TV-Galla værter er Peter Jihde (tv.), svensk TV-profil, som har type 1-diabetes, Iman Meskini, medvirkende i den norske TV-serie SKAM samt Rikke Göransson (th.) kendt fra Paradise Hotel og Robinson Ekspeditionen.

Vær med som virksomhed og støt #diabeteskampen - Forskning og rådgivning redder liv

Jeres støtte gør en forskel

Benyt TV-Gallashowet til at vise Danmark, jeres kunder, samarbejdspartnere, kommende medarbejdere og ansatte, at I støtter en livsvigtig sag.

Overskuddet går til børnefamiliekurser, forskning i diabetes, rådgivning samt forebyggelse og oplysning.

Med jeres støtte kan vi hjælpe børn, unge og voksne, der rammes af diabetes.

GIV EN DONATION

FÅ DIN VIRKSOMHEDS NAVN VIST UNDER TV-SHOWET

Hver en krone tæller, og for hver donation til fordel for Diabetesforeningen i Danmark kan vi tilbyde din virksomhed tv-eksponering i forbindelse med Beat Diabetes.
I oversigten vises antal akkrediteringer under TV-showet af virksomhedens navn eller produktnavn.

Donation:	Antal eksponeringer af dit firmanavn/produkt navn samt støttebeløb:	
5.000 kr.	1 gang	♥
10.000 kr.	2 gange	♥ ♥
20.000 kr.	4 gange	♥ ♥ ♥ ♥
50.000 kr.	6 gange	♥ ♥ ♥ ♥ ♥ ♥
+100.000 kr.	8 gange	♥ ♥ ♥ ♥ ♥ ♥ ♥ ♥



Derudover vil din virksomheds navn eller produkt navn blive eksponeret til sidst i udsendelsen under "Tak for støtten til sponsorer".

Bemærk: Donationer er fradragsberettiget efter gældende skatteregler jfr. Statsskattelovens 56, og alle beløb er ekskl. moms.

I modtager vores støttelogo, som I kan bruge som e-mailsignatur eller til brug på virksomhedens hjemmeside og sociale medier.



Støtter I med 20.000 kr. og derover, sender vi sammen med støttelogoet og fakturaen følgende digitale pakke, som I kan sende til jeres medarbejdere:

1. Mød, Motion og Mental sundhedsbogen "Hold gryden i kog og rør dig imens" samt forebyggelsespjece, "Få gode råd om forebyggelse af type 2-diabetes" og et link til "Test din risiko for type 2-diabetes".



Hvis du har evt. spørgsmål, hører jeg meget gerne fra dig.

Detailed program plan, timelines and budget

TV-GALLA

BEAT DIABETES – KAMPEN FOR LIVET

SØNDAG 13. NOVEMBER 2022 KL. 19-21



VÆR MED SOM VIRKSOMHED OG STØT #DIABETESKAMPEN

Din virksomhed kan gøre en forskel.
Forskning og rådgivning **redder liv.**



DIN VIRKSOMHED KAN REDDE LIV

Støt kampen mod diabetes og få din virksomheds navn eller produktnavn vist i indsamlingsshowet **Beat Diabetes – kampen for livet**. Under showet dystet kendte fra Danmark, Norge og Sverige om at samle flest penge ind til diabetesforeningerne i de tre nordiske lande.

Beat Diabetes sendes direkte på TV3, Viaplay og Pluto.tv kl. 19-21 søndag den 13. november 2022.

Du kan også streame og se indsamlingsshowet Beat Diabetes gratis på Pluto.tv på din mobiltelefon, PC eller Tablet, eller på Viaplay, hvis du har et streamingabonnement.

Overskuddet fra indsamlingen går til forskning i diabetes, rådgivning, forebyggelse, oplysning og børnefamiliekurser.



Arthur har en sensor på armen, der hjælper hans mor med at holde øje med hans blodsukker.

GIV EN DONATION FÅ DIN VIRKSOMHEDS NAVN VIST UNDER TV-SHOWET

Hver en krone tæller, og for hver donation til fordel for Diabetesforeningen i Danmark kan vi tilbyde din virksomhed tv-eksponering i forbindelse med Beat Diabetes. I oversigten vises antal akkrediteringer under TV-showet af virksomhedens navn eller produktnavn.

Donation:	Antal eksponeringer af dit firmanavn/produkt navn samt støttebetøb:
5.000 kr.	1 gang
10.000 kr.	2 gange
20.000 kr.	4 gange
50.000 kr.	6 gange
+100.000 kr.	8 gange



Derudover vil din virksomheds navn eller produktnavn blive eksponeret til sidst i udsendelsen under "Tak for støtten til sponsorer".

Bemærk: Donationer er fradragsberettiget efter gældende skatteregler jfr. Statsskattelovens §6 og alle beløb er ekskl. moms.

SIDE 2



Beat Diabetes-værtene er Peter Jhde (tv.), svensk TV-profil, som har type 1-diabetes, Iman Meskini, medvirkende i den norske TV-serie SKAM og Rikke Gøransson (th.) kendt fra Paradise Hotel og Robinson Ekspeditionen.

Beat Diabetes Foundation i Sverige står bag gennemførelsen af gala-showet Beat Diabetes i samarbejde med Diabetesforeningen i Danmark og Norge samt Svenska Barn diabetesfonden. Kendte fra Danmark, Norge og Sverige dystet om at samle flest penge ind til diabeteskampen i de tre lande. Beat Diabetes-showet indeholder personlige beretninger fra mennesker med diabetes, diabeteseksperter og masser af underholdning.

Kender du alvoren ved diabetes?

Diabetes er den 7. hyppigste dødsårsag i Danmark. Det skyldes sygdommens alvorlige og ofte usynlige følgesygdomme. Men statistikken viser ikke hele billedet. Mange dødsfald på grund af hjerte-kar-sygdomme eller nyresvigt skyldes underliggende diabetes.

I dag har 280.000 danskere diabetes

I 2030 vil cirka 467.000 mennesker være ramt af diabetes

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Diabetes er en stille sundhedskatastrofe, som koster livskvalitet for den enkelte og koster samfundet dyrt.

Sygdommen kan medføre hjerte-kar-sygdomme, nedsat syn, amputationer og en tidlig død.

Din støtte gør en forskel

Benytt gala-showet til at vise Danmark, dine kunder, samarbejdspartnere, kommende medarbejdere og ansatte, at din virksomhed støtter op om den livsvigtige kamp mod diabetes.

ØNSKER DU OG DIN VIRKSOMHED

at donere et beløb til Diabetesforeningen i Danmark?

Kontakt venligst:

Foreningschef **Soren Biune**

sb@diabetes.dk, tlf. 41 91 88 45

Erhvervsansvarlig, partnerskaber & CSR **Kim Thines**

Kim@diabetes.dk, tlf. 41 91 88 29



Din virksomhed får Diabetesforeningens støttelogo tilsendt, så I kan bruge det på virksomhedens hjemmeside, til e-mailsignatur og til branding på sociale medier.

På forhånd tak for din støtte

#DIABETESKAMPEN



SIDE 3

Attachment B to Sponsorship Agreement

Invoice instructions for Recipient—for financial sponsorships only

Novo Nordisk requires a complete and correct invoice from the recipient before paying the sponsorship amount.

Novo Nordisk will pay invoices only via electronic funds transfer to the Recipient's account.



INVOICE CONTENTS

Any invoice that does not meet the criteria below will be returned for correction.

Recipient's information

- Recipient's full company name and address (the company signing the Sponsorship Agreement)
- Bank account for electronic payment: account holder name, account number (IBAN), bank name and address, routing number or code (SWIFT/BIC in EU)

Invoice information

- Invoice number or reference
- Invoice date
- Specification of the account entry type (invoice, credit note, etc.)

Sponsorship information

- Quantity and nature of the sponsored activity covered by the invoice
- Date (if known) of the sponsored activity covered by the invoice
- Sponsorship amount payable and currency

Novo Nordisk information

- Novo Nordisk's full company name and address (the company signing the Sponsorship Agreement):
Novo Nordisk Denmark A/S, Ørestads Boulevard 108, 6., 2300 København S
- Novo Nordisk contact person's full name and initials: Thomas Bille Winkel TBWL

VAT or sales tax information (only where applicable by law)

- VAT or other tax amount payable
- VAT or other tax rate applied
- Novo Nordisk company VAT number: 38180045

Send invoices or credit notes by email with attached pdf (no paper copy) to:

Novo Nordisk Denmark A/S

CJZY@novonordisk.com with a copy to Novo Nordisk contact person

Attachment C to Sponsorship Agreement

Sponsorships to Health Care Organisations and Patient Organisations: required public disclosures and handling of employee data

Novo Nordisk, as a member of EFPIA (the European Federation of Pharmaceutical Industries and Associations), is required to make public the details of payments or in-kind transfers made to Recipient.

Novo Nordisk will publish information relating to this Sponsorship on Novo Nordisk's website (www.novonordisk.dk). According to local regulations Novo Nordisk may in addition make this Sponsorship Agreement publicly available.

The Recipient shall provide to Novo Nordisk upon request all information reasonably required for Novo Nordisk's compliance with legal and/or regulatory requirements for contracting, tracking and disclosing transfer of values (ToVs) to the Recipient.

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 publicly available for at least two (2) years.

Novo Nordisk hereby informs the Recipient that information about the Recipient is collected, used, stored, transferred and disclosed (collectively **"Processed"**) by or on behalf of Novo Nordisk. Novo Nordisk processes information such as name, business address, contact details, nature of relationship with Novo Nordisk, tax number, unique identifier, and any ToVs from Novo Nordisk to the Recipient.

Whenever the Recipient shares with Novo Nordisk information about its employees, the Recipient shall inform the employees that their information is being shared and provide them with all information required under Article 13 and 14 of the General Data Protection Regulation, if applicable, and under other applicable data privacy laws. The Recipient shall indemnify Novo Nordisk and any affiliate of Novo Nordisk against all claims, expenses, losses and damages or liabilities arising from the Recipient's breach of its obligations to provide this information to its employees.

