



ROB TAUB
Rob has type 2 diabetes



MARIA TERESA CROZCO MARTÍNEZ
Maria has type 2 diabetes



VINCENT REVO LONDA
Vincent has type 1 diabetes



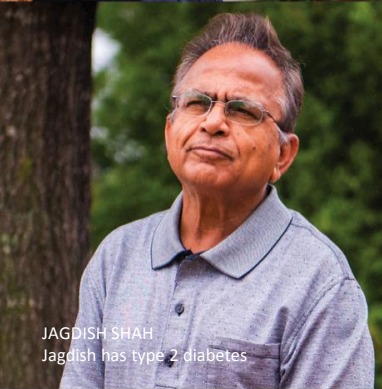
DAVID CREER
David has type 2 diabetes



DENISE TROUTMAN
Denise has type 2 diabetes



KOBRA BEIGLOU
Kobra has type 2 diabetes



JAGDISH SHAH
Jagdish has type 2 diabetes



RUILING YANG
Ruiling has type 2 diabetes

Novo Nordisk EASD 2015

Wednesday
16 September
13:00–15:00 CEST
Sterne Hall,
Stockholmsmässan
Stockholm, Sweden

Novo Nordisk invites you to an interactive media briefing:

- **Join** us as we explore the findings of new research from our Perceptions Of Control (POC) survey showing how patients on basal insulin and doctors perceive being in control differently
 - This will include hearing a clinical perspective on the data and an open discussion with key opinion leaders around the implications of the findings
- **Discover** the key news Novo Nordisk is presenting, including the latest data from our broad portfolio of treatments
- **Interview** key opinion leaders, trial investigators and Novo Nordisk spokespeople

For more information, or to RSVP, please contact:

Sara Jensen, Novo Nordisk Scandinavia AB: 040 38 89 37, 0706-38 89 37.
Sajn@novonordisk.com

All information given is intended for medical media only. For journalistic assessment and preparation before publication in medical media



media registration

To register to attend the EASD 2015 congress please visit:

http://www.easd.org/images/easdwebfiles/annual_meeting/51stmeeting/press.html

For registration, you will require a scanned image of either your press ID card or a letter of assignment, and you will receive confirmation once your documentation has been assessed.

Press registration is free for all approved press delegates.

Further information regarding registration, regulations, embargo policies and interviews at EASD 2015 can also be found via the link above.

Meeting location:

Sterne Hall, Stockholmsmässan, Stockholm, Sweden

