

## SPONSORSHIP AGREEMENT



Parties to this agreement:

**Danmarks Bløderforening**  
Blekinge Boulevard 2  
2630 Taastrup  
Denmark  
CVR No. 11802990

**(“Recipient”)**

**Novo Nordisk Denmark A/S**  
Att.: Christian Klyver Tikkanen  
Kay Fiskers Plads 10, 7 floor  
2300 København S  
CVR No. 38180045

**(“Novo Nordisk”)**

### 1. Summary

**1.1 Recipient’s request for support.** The appendix titled “Recipient’s request for support” details the specifics of the Recipient’s activity(ies) (“the Activity”) supported by the sponsorship and purpose of the Activity.

<b>Title of Activity</b>	Støtte til udvikling af nyt patientmateriale 2024
<b>The Sponsorship</b>	<p>Novo Nordisk will provide 16,171 DKK, including added tax if applicable to support the Recipient’s request.</p> <p>In exchange for the sponsorship, the Recipient shall provide to Novo Nordisk the tangible benefit of: We will be mentioned on the material, their website - as well as accredited in their newspaper with our logo and name on.</p> <p>Novo Nordisk is one of several sponsors of the activity.</p>
<b>Agreement Duration</b>	This agreement starts on 29 February 2024 and expires after all obligations are fulfilled, unless terminated earlier.

### 2. Recipient’s Duties

**2.1 Compliance with law and ethics.** The Recipient shall comply with all applicable laws, rules, regulations, and professional standards, including those related to ethical business practices, bribery and corruption, among others. The Recipient will hold Novo Nordisk harmless against any claim or suit that arises in relation to any deviation from the above mentioned that is not due to any act or omission by Novo Nordisk.

**2.2 Carry out the Activity with proper conduct.** The Recipient shall carry out the Activity independently and in compliance with Novo Nordisk standards and industry codes, in Denmark called ENLI (Etisk nævn for lægemiddelindustrien).

<b>No use of funds for entertainment</b>	Do not use the sponsorship for leisure or social activities
<b>Select qualified participants</b>	Apply appropriate criteria to select participants in the Activity, including that any speakers, facilitators, and chairpersons are experts in the professional fields relevant to the Activity
<b>Reasonable payment and awards</b>	If sponsorship is used for awards or other payments to third parties, apply a reasonable rate, including following Fair Market Value for any payments to Healthcare Professionals (hereinafter refer to as ‘HCPs’) and patients
<b>Reasonable choice of venue</b>	Hold activities in a location suitable for the Activity with modest hospitality
<b>Reasonable travel</b>	If sponsorship is used for Activity-related travel, carry out within reasonable time and cost

<b>Transparency about support towards participants</b>	The invitation for the event must clearly state that the event is being sponsored by one or more pharmaceutical companies.
<b>No access for the general public</b>	The commercial area with promotional booths will not be accessible for the general public; only health care professionals can have access to this area.
<b>Acknowledgment of obligations towards ENLI</b>	The Recipient acknowledges that Novo Nordisk must report the sponsorship to ENLI (Etisk Nævn for Lægemiddelindustrien) in accordance with ENLI's Promotion Code.

**2.3 Physical items provided as-is.** If Novo Nordisk donates physical items, the Recipient is solely responsible for the use of such items, and shall assure proper handling and storage of sponsored items after delivery. Novo Nordisk is not liable for the Recipient's use of sponsored items and is not required to carry insurance or take any other measures to protect sponsored items after delivery. Novo Nordisk provides such items as-is and without any representation or warranty of quality or performance.

**2.4 Internal approvals.** The Recipient shall obtain all necessary approvals related to the receipt of the sponsorship.

**2.5 Inform Novo Nordisk of changes.** The Recipient shall inform Novo Nordisk of any changes affecting the request for support. If Novo Nordisk determines the change affects its compliance requirements, Novo Nordisk may demand full or partial return of sponsorship, at the discretion of Novo Nordisk. In the case of return, the Recipient shall comply within 14 days.

**2.6 Provide documentation within 1 month.** The Recipient shall provide Novo Nordisk with documentation that the sponsorship was used for its intended purpose, within 1 month of completion of the Activity. Novo Nordisk may request additional detailed documentation as needed.

**2.7 Disclose Novo Nordisk as sponsorship provider.** The Recipient shall mention Novo Nordisk as the provider of the sponsorship in any public communications or advertising related to the Activity.

**2.8 Do not use Novo Nordisk branding without approval.** The Recipient may not use Novo Nordisk's logo, trademarks or other corporate identity marks or materials without written approval of the use from Novo Nordisk.

**2.9 Allow Novo Nordisk to use Recipient's logo.** The Recipient permits Novo Nordisk to use the Recipient's logo, trademarks or other corporate identity marks in any public communications or advertising related to Novo Nordisk's sponsorship.

### 3. Requirements for Financial Sponsorships

**3.1 Payment after receipt of invoice.** Novo Nordisk will send payment after receipt of invoice to the Recipient's bank account via electronic transfer within 30 days of receiving a complete invoice. Send completed PDF invoice to: [AP-Novo-Repas@novonordisk.com](mailto:AP-Novo-Repas@novonordisk.com). Include the below information on the invoice:

- Recipient name and address
- Bank account for electronic payment: Account holder name, account number (IBAN), bank name and address, routing number or code (SWIFT/BIC in EU, ABA/ACH in USA)
- Date of invoice
- The Title of Activity and dates of activities covered by the invoice
- Sponsorship amount payable
- VAT or other tax amount payable
- Name of Novo Nordisk entity and address as stated in the introduction of this Agreement
- Novo Nordisk recipient of invoice as included below:

Name of Novo Nordisk invoice recipient      Christian Klyver Tikkanen CTIK

**3.2 Refund unspent amounts.** The Recipient shall refund to Novo Nordisk any amounts not spent for the requested purposes, within 14 days after complete documentation of the Activity is provided.

### 4. Other Terms and Conditions

**4.1 Require Public disclosures.** To comply with applicable transparency requirements, Novo Nordisk will collect and may disclose personal information, transfers of value and details of its payment to Healthcare Professionals ("HCPs"),

Healthcare Organizations (“HCOs”), and Patient Organizations. In addition to the payment amount, such disclosure may also include Name, address, contact details, nature of relationship with Novo Nordisk, tax number or unique identifier.

The 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. 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.

- 4.2 **No incentive to prescribe or recommend.** The sponsorship made by Novo Nordisk indicates no incentive or obligation for the Recipient to prescribe, recommend or otherwise support Novo Nordisk’s products or services.
- 4.3 **No conflict of interest.** Recipient states it is not aware of any conflict of interest related to its acceptance of the sponsorship and shall promptly inform Novo Nordisk if such conflict of interest is discovered.
- 4.4 **Compliance hotline.** The Recipient can report suspected misconduct through the Novo Nordisk compliance hotline. Information about using the hotline and examples of what to report can be found at [Report suspected misconduct \(novonordisk.com\)](https://novonordisk.com).
- 4.5 **Termination for breach.** Either party may terminate this contract immediately upon material breach by the other party.
- 4.6 **Governing Law and Dispute Resolution.** The laws of Denmark govern this agreement, disregarding choice of law rules. If a dispute cannot be settled by negotiation between parties, it will be settled by the ordinary courts in that country.

5. Attachments:

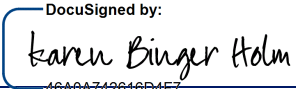
The following attachments are part of this agreement:

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

6. Agreed to and Accepted by:

Date: marts 1, 2024

Date: March 1, 2024

On behalf of Recipient: DocuSigned by:  
  
46A0A742616D4F7...

On behalf of Novo Nordisk: DocuSigned by:  
  
6086C4285774410...

Name: Karen Binger Holm

Name: Christian Klyver Tikkanen

Title: Sekretariatsleder

Title: Head of Market Access and Rare Disease

**Attachment A: Recipient’s Request for Support**

1. Copy of the Recipient’s sponsorship request

Danmarks Bløderforening  
Blekinge Boulevard 2  
2630 Taastrup  
Tlf. 3314 5505  
www.bloderforeningen.dk



Novo Nordisk Denmark A/S  
Att: Christian Klyver Tikkanen  
ctik@novonordisk.com

D. 30. november 2023

#### **Ansøgning om støtte til opdatering af informationsmateriale om hæmofili**

Danmarks Bløderforening vil med denne ansøgning søge Novo Nordisk Denmark A/S om støtte på 16.171 kr. til opdatering af informationsmateriale om hæmofili målrettet patienter og pårørende. Det samlede budget er 87.295 kr. Enhver støtte modtages med tak.

Livet med blødersygdom er under stadig forandring, og i disse år ses en rivende udvikling i behandlingen af hæmofili A og B. Samtidig oplever foreningen stor interesse og efterspørgsel fra vores medlemmer om information om de forskellige behandlinger. Formålet med opdateringen af informationsmaterialet er således at sikre information i lægmandssprog om sygdommen og forskellige behandlingsmuligheder, og gennem personlige historier at sætte ansigter og ord på livet med hæmofili anno 2023.

Den seneste pjece er fra 2015 og er tilgængelig online:

[https://www.bloderforeningen.dk/media/qo4moz1l/10434\\_15-08\\_h%C3%A6mofili-folder\\_web-2.pdf](https://www.bloderforeningen.dk/media/qo4moz1l/10434_15-08_h%C3%A6mofili-folder_web-2.pdf). Teksten i denne pjece er en revideret udgave af pjecen

"At være Bløder", udgivet af Danmarks Bløderforening i 2003 og igen i 2009 under titlen "Hæmofili – en introduktion". Alle personhistorierne stammer fra 2009.

Foreningen samarbejder med overlæge Eva Funding, Hæmofilcenter Rigshospitalet, om kvalitetssikring af det faglige indhold. Teksten vil både blive formidlet i pjeceform, som vil kunne downloades fra foreningens hjemmeside. Pjecen vil også blive trykt i et mindre fysisk oplag, da vi oplever efterspørgsel både blandt medlemmer og sundhedsprofessionelle på fysisk skriftligt materiale om hæmofili og livet med blødersygdom. Teksten vil også danne udgangspunkt for opdatering af information på foreningens hjemmeside:

<https://www.bloderforeningen.dk/viden-om/hæmofili-a-og-b/>

Der søges om støtte på 16.171 kr. Det samlede budget er 87.295 kr., heraf egenfinansiering 6.440 kr. Foreningen søger om støtte blandt flere firmaer med produkter i markedet. Se vedlagte budget og tidsplan.

Enhver støtte modtages med tak! Skulle der være spørgsmål til denne ansøgning, står jeg naturligvis til rådighed.

Venlig hilsen

Karen Binger Holm  
Sekretariatsleder

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## 2. Activity timelines and budget

**BUDGET**

## Opdatering af informationsmateriale om hæmofili

Udgifter	Samlede udgifter i DKK	Egenfinansiering	Søges	Noter
<b>Eksternt layout og print</b> 500 stk., 21x21 cm. i farver Grafisk opsætning og illustrationer Korrekturlæsning 2-3 gange Forsendelse til sekretariat	kr. 23.125		kr. 23.125	A
<b>Lægefaglig kvalitetssikring</b> Kvalificering af pjecens indhold (honorar)	kr. 4.000	kr. 4.000		B
<b>Patientportrætter</b> Bidrag til pjecens indhold (frivillig tid)	kr. 1.800	kr. 1.800		C
<b>Tekstproduktion</b> Tekstredigering Interview med patienter Koordination med læger og patienter, som bidrager Formidling på web	kr. 56.230		kr. 56.230	D
<b>Transport</b> Transport i forbindelse med tre interview af patienter i deres hjem.	kr. 1.500		kr. 1.500	E
<b>Forsendelse</b>	kr. 640	kr. 640		F
<b>Total</b>	<b>DKK 87.295</b>	<b>kr. 6.440</b>	<b>kr. 80.855</b>	

Noter:

A) Baseret på tilbud fra bureauet Synergi, 261023

B) Overlæge fra højt specialiseret hæmofilicenter kvalificerer pjecens indhold. Der gives et honorar på 4.000 kr. svarende til 8 timer á 500 kr.

C) Tre patienter bidrager med deres egen historie. Estimeret tidsforbrug: 3 timer pr. person, 200 kr./time

D) Kommunikationsmedarbejder, inkl. pension, 8 uger, Magistrenes overenskomst for ansatte i staten.

E) Den estimerede transportudgift pr. patientbesøg er 500 kr.

F) Udsendelse til de to højt specialiserede hæmofilicentre og tilhørende børneafdelinger.

TIDSPLAN 2024	Januar	Februar
Tekstproduktion	x	x
Patienthistorier + billedmateriale	x	
Faglig kvalificering	x	x
Layout og print		x
Opdatering af website		x

KBH/241123

