

NOVARTIS AG  
Form 6-K  
June 12, 2008

# SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

## FORM 6-K

**REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 or 15d-16 OF  
THE SECURITIES EXCHANGE ACT OF 1934**

Report on Form 6-K dated June 11, 2008

(Commission File No. 1-15024)

---

**Novartis AG**

(Name of Registrant)

**Lichtstrasse 35**

**4056 Basel**

**Switzerland**

(Address of Principal Executive Offices)

---

Edgar Filing: NOVARTIS AG - Form 6-K

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F:

Form 20-F:  Form 40-F:

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Yes:  No:

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Yes:  No:

Indicate by check mark whether the registrant by furnishing the information contained in this form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes:  No:

---

**Novartis International AG**  
Novartis Global Communications  
CH-4002 Basel  
Switzerland  
<http://www.novartis.com>

**- Investor Relations Release -**

**Novartis successfully issues two Swiss franc benchmark bonds totaling CHF 1.5 billion**

- *First bond offering ever by Novartis in Swiss francs sees very strong demand and ranks as the largest-ever corporate offering in the Swiss franc market*
- *Two benchmark bonds offered a domestic seven-year bond and a four-year bond in the international market segment*

**Basel, June 10, 2008** Novartis has successfully issued two Swiss franc benchmark bonds totaling CHF 1.5 billion in the Swiss capital market, marking the first time ever that Novartis has issued a bond in this currency.

The offering generated very strong demand and ranks as the largest-ever corporate offering in the Swiss franc market. The bonds were placed with a diversified range of institutional and retail investors, and they will be listed individually on the SWX Swiss exchange.

The first bond a four-year CHF 700 million benchmark bond in the international market segment with a coupon of 3.5% was priced at 100.32%. The second bond a seven-year CHF 800 million benchmark domestic bond with a coupon of 3.625% was priced at 100.35%.

Novartis is rated Aa2 (stable outlook) by Moody's and AA- (stable outlook) by Standard & Poor's, while Fitch has a rating of AA (stable outlook). Joint lead managers were Credit Suisse and UBS.

This release does not constitute an offer for sale of the bonds, nor a solicitation of an offer for the bonds. The bonds have not been and will not be registered under the United States Securities Act of 1933 and may not be offered or sold in the US or to or for the account or benefit of US persons absent registration or an applicable exemption from registration requirements.

**About Novartis**

Novartis AG provides healthcare solutions that address the evolving needs of patients and societies. Focused solely on growth areas in healthcare, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, cost-saving generic pharmaceuticals, preventive vaccines and diagnostic tools, and consumer health products. Novartis is the only company with leading positions in these areas. In 2007, the Group's continuing operations (excluding divestments in 2007) achieved net sales of USD 38.1 billion and net income of USD 6.5 billion. Approximately USD 6.4 billion was invested in R&D activities throughout the Group. Headquartered in Basel, Switzerland, Novartis Group companies employ approximately 98,200 full-time associates and operate in over 140 countries around the world. For more information, please visit <http://www.novartis.com>.

###

**Novartis Media Relations**

**Jeffrey Lockwood**

Novartis Global Media Relations

+41 61 324 7999 (direct)

+41 79 618 7748 (mobile)

jeffrey.lockwood@novartis.com

e-mail: media.relations@novartis.com

**Novartis Investor Relations**

<b>Ruth Metzler-Arnold</b>		+41 61 324 9980			
Katharina Ambuehl		+41 61 324 5316	<b>North America Office</b>		
Pierre-Michel Bringer		+41 61 324 1065	Richard Jarvis		+1 212 830 2433
John Gilardi		+41 61 324 3018	Jill Pozarek		+1 212 830 2445
Thomas Hungerbuehler		+41 61 324 8425	Edwin Valeriano		+1 212 830 2456
Isabella Zinck		+41 61 324 7188			
Central phone no:		+41 61 324 7944			
Fax no:		+41 61 324 8444	Fax no:		+1 212 830 2405
e-mail: investor.relations@novartis.com			e-mail: investor.relations@novartis.com		

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**Novartis AG**

Date: June 11, 2008

By: /s/ MALCOLM B. CHEETHAM

Name: Malcolm B. Cheetham  
Title: Head Group Financial  
Reporting and Accounting