

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934  
(Amendment No. )\*

**360 Finance, Inc.**

(Name of Issuer)

**Class A ordinary shares, \$0.00001 par value per share**

(Title of Class of Securities)

**88557W 101\*\***

(CUSIP Number)

**December 31, 2018**

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

\*\* CUSIP number 88557W 101 has been assigned to the American depositary shares ("ADSs") of the issuer, which are quoted on The Nasdaq Global Market under the symbol "QFIN." Each ADS represent two class A ordinary shares of the issuer. No CUSIP number has been assigned to the class A ordinary shares of the issuer.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

1	Name of Reporting Person Unicorn Group Company Limited	
2	Check the Appropriate Box if a Member of a Group (a) <input type="radio"/> (b) <input type="radio"/>	
3	SEC Use Only	
4	Citizenship or Place of Organization British Virgin Islands	
Number of Shares Beneficially Owned by Each Reporting Person With	5	Sole Voting Power 24,330,622
	6	Shared Voting Power 0
	7	Sole Dispositive Power 24,330,622
	8	Shared Dispositive Power 0
9	Aggregate Amount Beneficially Owned by Each Reporting Person 24,330,622	
10	Check if the Aggregate Amount in Row (9) Excludes Certain Shares <input type="radio"/>	
11	Percent of Class Represented by Amount in Row 9 8.5%	
12	Type of Reporting Person CO	

1	Name of Reporting Person Zhuhai Qichong Information Technology Co., Ltd.	
2	Check the Appropriate Box if a Member of a Group (a) <input type="radio"/> (b) <input type="radio"/>	
3	SEC Use Only	
4	Citizenship or Place of Organization People's Republic of China	
Number of Shares Beneficially Owned by Each Reporting Person With	5	Sole Voting Power 24,330,622 <sup>(1)</sup>
	6	Shared Voting Power 0
	7	Sole Dispositive Power 24,330,622 <sup>(1)</sup>
	8	Shared Dispositive Power 0
9	Aggregate Amount Beneficially Owned by Each Reporting Person 24,330,622 <sup>(1)</sup>	
10	Check if the Aggregate Amount in Row (9) Excludes Certain Shares <input type="radio"/>	
11	Percent of Class Represented by Amount in Row 9 8.5%. See item 4.	
12	Type of Reporting Person CO	

(1) Represents 24,330,622 class A ordinary shares directly held by Unicorn Group Company Limited, a company incorporated in the British Virgin Islands. Unicorn Group Company Limited is wholly owned by Zhuhai Qichong Information Technology Co., Ltd.

- Item 1(a).** **Name of Issuer:**  
360 Finance, Inc. (the “Issuer”)
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- Item 1(b).** **Address of Issuer’s Principal Executive Offices:**  
China Diamond Exchange Center, Building B, No. 555 Pudian Road, No. 1701 Century Avenue, Pudong New Area, Shanghai 200122, People’s Republic of China
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- Item 2(a).** **Name of Person Filing:**  
(i) Unicorn Group Company Limited; and  
(ii) Zhuhai Qichong Information Technology Co., Ltd. (collectively, the “Reporting Persons”)
- 
- Item 2(b).** **Address of Principal Business Office or, if none, Residence:**  
For Unicorn Group Company Limited  
Start Chambers, Wickham’s Cay II, P. O. Box 2221, Road Town, Tortola, British Virgin Islands  
  
For Zhuhai Qichong Information Technology Co., Ltd.  
Room 103-37, Building A, Dong’ao Cultural Center Building, Wanshan Town, Zhuhai
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- Item 2(c)** **Citizenship:**  
Unicorn Group Company Limited - British Virgin Islands  
Zhuhai Qichong Information Technology Co., Ltd. - People’s Republic of China
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- Item 2(d).** **Title of Class of Securities:**  
Class A ordinary shares, \$0.00001 par value per share, of the Issuer  
  
The Issuer’s ordinary shares consist of class A ordinary shares and class B ordinary shares. Each holder of class A ordinary shares is entitled to one vote per share and each holder of class B ordinary shares is entitled to twenty votes per share on all matters submitted to them for vote. Class B ordinary shares are convertible at any time by the holder thereof into class A ordinary shares on a one-for-one basis. Class A ordinary shares are not convertible into class B ordinary shares under any circumstances.
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- Item 2(e).** **CUSIP Number:**  
88557W 101  
  
This CUSIP number applies to the American depositary shares of the Issuer. Each American depositary share represent two class A ordinary shares of the Issuer. No CUSIP number has been assigned to the class A ordinary shares of the Issuer.
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- Item 3.** **If this statement is filed pursuant to §§240.13d-1(b), or 240.13d-2(b) or (c), check whether the persons filing is a:**  
  
Not applicable

**Item 4. Ownership:**

<u>Reporting Person</u>	<u>Amount beneficially owned:</u>	<u>Percent of class:</u>	<u>Percent of aggregate voting power:</u>	<u>Sole power to vote or direct the vote:</u>	<u>Shared power to vote or to direct the vote:</u>	<u>Sole power to dispose or to direct the disposition of:</u>	<u>Shared power to dispose or to direct the disposition of:</u>
Unicorn Group Company Limited	24,330,622	8.5%	2.3%	24,330,622	0	24,330,622	0
Zhuhai Qichong Information Technology Co., Ltd.	24,330,622	8.5%	2.3%	24,330,622	0	24,330,622	0

As of December 31, 2018, 24,330,622 class A ordinary shares were directly held by Unicorn Group Company Limited, a company incorporated in the British Virgin Islands. Unicorn Group Company Limited is wholly owned by Zhuhai Qichong Information Technology Co., Ltd.

The percentage of class of securities beneficially owned by each Reporting Person is based on a total of 287,652,707 ordinary shares (being the sum of 247,832,121 class A ordinary shares and 39,820,586 class B ordinary shares) of the Issuer outstanding as of December 31, 2018. Each holder of class A ordinary shares is entitled to one vote per share and each holder of class B ordinary shares is entitled to twenty votes per share on all matters submitted to them for vote. Class B ordinary shares are convertible at any time by the holder thereof into class A ordinary shares on a one-for-one basis. Class A ordinary shares are not convertible into class B ordinary shares under any circumstances.

**Item 5. Ownership of Five Percent or Less of a Class:**

Not applicable

**Item 6. Ownership of More than Five Percent on Behalf of Another Person:**

Not applicable

**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company or Controlling Person:**

Not applicable

**Item 8. Identification and Classification of Members of the Group:**

Not applicable

**Item 9. Notice of Dissolution of Group:**

Not applicable

**Item 10. Certifications:**

Not applicable

LIST OF EXHIBITS

Exhibit No.	Description
A	Joint Filing Agreement

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SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: February 13, 2019

**Unicorn Group Company Limited**

By: /s/Dong Jianming

Name: Dong Jianming

Title: Director

**Zhuhai Qichong Information Technology Co., Ltd.**

By: /s/Dong Jianming

Name: Dong Jianming

Title: Executive Director

**JOINT FILING AGREEMENT**

In accordance with Rule 13d-1(k) promulgated under the Securities Exchange Act of 1934, as amended, the undersigned hereby agree to the joint filing with all other Reporting Persons (as such term is defined in the Schedule 13G referred to below) on behalf of each of them of a statement on Schedule 13G (including amendments thereto) with respect to the shares of class A ordinary shares, par value of \$0.00001 per share, of 360 Finance, Inc., a Cayman Islands company, and that this Agreement may be included as an Exhibit to such joint filing. This Agreement may be executed in any number of counterparts, all of which taken together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the undersigned hereby execute this Agreement as of February 13, 2019.

**Unicorn Group Company Limited**

By: /s/Dong Jianming

Name: Dong Jianming

Title: Director

**Zhuhai Qichong Information Technology Co., Ltd.**

By: /s/Dong Jianming

Name: Dong Jianming

Title: Executive Director

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