



360 Finance Announces Initiation of Coverage by Morgan Stanley

May 8, 2020

SHANGHAI, China, May 8, 2020 -- 360 Finance, Inc. (NASDAQ: QFIN) ("360 Finance" or the "Company"), a leading digital consumer finance platform, today announced that Morgan Stanley recently initiated coverage on the Company.

The management of 360 Finance commented, "Morgan Stanley initiated coverage of 360 Finance with an overweight rating and identified us as their *'top pick with the best risk-reward profile in our online lending coverage.'* We are pleased to have been added to Morgan Stanley's coverage universe at a time when markets are highly volatile. We believe this initiation demonstrates Morgan Stanley's confidence in our long-term competitiveness and future growth potential."

About 360 Finance

360 Finance, Inc. (NASDAQ: QFIN) ("360 Finance" or the "Company") is a leading digital consumer finance platform and the finance partner of the 360 Group. The Company provides tailored online consumer finance products to prime, underserved borrowers funded primarily by its funding partners. The Company's proprietary technology platform enables a unique user experience supported by resolute risk management. When coupled with its partnership with 360 Group, the Company's technology translates to a meaningful borrower acquisition, borrower retention and funding advantage, supporting the rapid growth and scaling of its business.

Safe Harbor Statement

Any forward-looking statements contained in this announcement are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements. 360 Finance may also make written or oral forward-looking statements in its reports to the U.S. Securities and Exchange Commission ("SEC") on Forms 20-F and 6-K, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about 360 Finance's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement. Further information regarding such risks and uncertainties is included in 360 Finance's filings with the SEC. All information provided in this announcement is as of the date of this announcement, and 360 Finance does not undertake any obligation to update any forward-looking statement, except as required under applicable law.

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