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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

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**Form 6-K**

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

**For the month of August 2020**

**Commission File Number 001-38752**

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**360 Finance, Inc.**

(Translation of registrant's name into English)

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**7/F Lujiazui Finance Plaza  
No. 1217 Dongfang Road  
Pudong New Area, Shanghai 200122  
People's Republic of China**  
(Address of principal executive office)

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Indicate by check mark whether the registrant files or will file annual reports under cover 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):

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):

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Exhibit Index

Exhibit 99.1—Press Release

Exhibit 99.2—Notice of Extraordinary General Meeting

Exhibit 99.3—Form of Proxy for Extraordinary General Meeting

**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.

**360 Finance, Inc.**

By: /s/ Alex Xu  
Name: Alex Xu  
Title: Chief Financial Officer

Date: August 10, 2020

**360 Finance, Inc. to Hold Extraordinary General Meeting on September 15, 2020**

SHANGHAI, China, Aug. 07, 2020 (GLOBE NEWSWIRE) — 360 Finance, Inc. (NASDAQ: QFIN) (“**360 Finance**” or the “**Company**”), a leading digital consumer finance platform, today announced that it will hold an extraordinary general meeting of shareholders (the “**EGM**”) at 7/F Lujiazui Finance Plaza, No. 1217 Dongfang Road, Pudong New Area, Shanghai 200122, People’s Republic of China, on September 15, 2020 at 9:00 a.m. (Beijing time).

The purpose of the EGM is for the Company’s shareholders to consider, and if thought fit, approve the change of the Company’s legal name from “360 Finance, Inc.” to “360 DigiTech, Inc.” The proposed name change will not affect any rights of shareholders or the Company’s operations and financial position.

“360 Finance was founded on the belief that we should enable financial institutions to provide better and targeted products and services to a broader consumer base through our leading digital platform. As we maintained strong growth momentum in recent years, a significant and increasing proportion of our business has already been derived from technology enabling services that we provide to our institutional partners. This proposed name change reflects such trend and better represents our long term strategic positioning in the market,” commented Mr. Hongyi Zhou, Chairman of the Board of Directors of 360 Finance. “The proposed name ‘360 DigiTech’ stands for ‘digital technology in all angles,’ which aligns with our mission to technology-empower our institutional partners and consumers with more efficient and effective platform services covering the entire consumer finance cycle from market-orientated product innovation, data-driven marketing, AI-empowered risk management, and transaction focused ecosystem.”

The board of directors of the Company has fixed the close of business on August 12, 2020 as the record date (the “**Record Date**”) in order to determine the shareholders entitled to receive notice of the EGM or any adjourned or postponed meeting thereof.

Holders of the Company’s ordinary shares whose names are on the register of members of the Company at the close of business on the Record Date are entitled to attend the EGM and any adjournment or postponement thereof in person. Holders of the Company’s American depository shares (“**ADSs**”) who wish to exercise their voting rights for the underlying shares must act through Bank of New York Mellon, the depository of the Company’s ADS program.

The notice of the EGM is available on the Company’s website at <https://ir.360jinrong.net/>.

360 Finance has filed its annual report on Form 20-F, including its audited financial statements for the fiscal year ended December 31, 2019, with the U.S. Securities and Exchange Commission (the “**SEC**”). 360 Finance’s Form 20-F can be accessed on the above-mentioned Company website, as well as on the SEC’s website at <http://www.sec.gov>. Shareholders may request a hard copy of the Company’s annual report on Form 20-F, free of charge, by contacting 360 Finance, Inc. at [ir@360jinrong.net](mailto:ir@360jinrong.net).

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## **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 press release and in the attachments is as of the date of this press release, and 360 Finance does not undertake any obligation to update any forward-looking statement, except as required under applicable law.

## **For more information, please contact:**

360 Finance  
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Christensen

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**360 FINANCE, INC.**  
(Incorporated in the Cayman Islands with limited liability)  
(NASDAQ Ticker: QFIN)

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**NOTICE OF EXTRAORDINARY GENERAL MEETING**  
to be held on September 15<sup>th</sup>, 2020  
(or any adjourned or postponed meeting thereof)

NOTICE IS HEREBY GIVEN that an extraordinary general meeting (“**EGM**”) of 360 Finance, Inc. (the “**Company**”) will be held at 7/F Lujiazui Finance Plaza, No. 1217 Dongfang Road, Pudong New Area, Shanghai 200122, People’s Republic of China on September 15<sup>th</sup>, 2020 at 9:00 a.m. (Beijing time), and at any adjourned or postponed meeting thereof. At the EGM, the following resolutions will be considered, and if thought fit, passed as special resolutions:

“**THAT** the name of the Company be and is hereby changed from “360 Finance, Inc.” to “360 DigiTech, Inc.,” effective immediately, and that any one director or officer of the Company be and is hereby authorized to take any and every action that might be necessary, appropriate or desirable to give effect to the foregoing resolution as such director or officer, in his/her absolute discretion, thinks fit, including but not limited to, attendance on any filing or registration procedures for and on behalf of the Company in the Cayman Islands.”

The board of directors of the Company has fixed the close of business on August 12<sup>th</sup>, 2020 as the record date (the “**Record Date**”) for determining the shareholders entitled to receive notice of the EGM or any adjourned or postponed meeting thereof.

Holders of the Company’s ordinary shares whose names are on the register of members of the Company at the close of business on the Record Date are entitled to attend the EGM and any adjourned or postponed meeting thereof. Holders of the Company’s American Depositary Shares (“**ADSs**”) who wish to exercise their voting rights for the underlying shares must act through The Bank of New York Mellon, as depositary for the Company’s ADS program.

Shareholders may obtain a copy of the Company’s annual report, free of charge, from the Company’s website at <https://ir.360jinrong.net/>, or by contacting 360 Finance, Inc. at [ir@360jinrong.net](mailto:ir@360jinrong.net).

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By Order of the Board of Directors,

/s/ Haisheng Wu

Haisheng Wu

Director and Chief Executive Officer

Shanghai, China

August 7, 2020

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**360 Finance, Inc.**  
**(incorporated in the Cayman Islands with limited liability)**  
**(NASDAQ Ticker: QFIN)**

**FORM OF PROXY FOR EXTRAORDINARY GENERAL MEETING**  
**To be held on September 15<sup>th</sup>, 2020**  
(or any adjourned or postponed meeting thereof)

**Introduction**

This form of proxy (the “**Form of Proxy**”) is furnished in connection with the solicitation by the board of directors of 360 Finance, Inc. (the “**Board**”), a Cayman Islands company (the “**Company**”), of proxies from the holders of the issued and outstanding Class A ordinary shares, par value US\$0.00001 per share, and Class B ordinary shares, par value US\$0.00001 per share, of the Company (collectively, the “**Ordinary Shares**”) to be exercised at the extraordinary general meeting of the Company (the “**EGM**”) to be held at 7/F Lujiazui Finance Plaza, No. 1217 Dongfang Road, Pudong New Area, Shanghai 200122, People’s Republic of China on September 15<sup>th</sup>, 2020 at 9:00 a.m. (Beijing time), and at any adjourned or postponed meeting thereof, for the purposes set forth in the accompanying notice of the EGM (the “**EGM Notice**”).

Only the holders of record of the Ordinary Shares at the close of business on August 12<sup>th</sup>, 2020 (the “**Record Date**”) are entitled to notice of and to attend and vote at the EGM. In respect of the matters requiring shareholders’ vote at the EGM, each Class A ordinary share is entitled to one vote and each Class B ordinary share is entitled to twenty votes. The quorum of the EGM is one or more shareholders who together hold shares which carry in aggregate not less than one-third of all votes attaching to all issued and outstanding shares that carry the right to vote at the EGM, present in person or by proxy or, if a corporation or other non-natural person, by its duly authorized representative. This Form of Proxy and the accompanying EGM Notice will be first mailed to the shareholders of the Company on or about August 13<sup>th</sup>, 2020

The Ordinary Shares represented by all properly executed proxies returned to the Company will be voted at the EGM as indicated or, if no instruction is given, the holder of the proxy will vote the shares in his discretion, unless a reference to the holder of the proxy having such discretion has been deleted and initialed on this Form of Proxy. Where the chairman of the EGM acts as proxy and is entitled to exercise his discretion, he is likely to vote the shares FOR the resolutions. As to any other business that may properly come before the EGM, all properly executed proxies will be voted by the persons named therein in accordance with their discretion. Any person giving a proxy has the right to revoke it at any time before it is exercised (i) by filing with the Company a duly signed revocation at its registered office at PO Box 309, Uglan House, Grand Cayman, KY1-1104, Cayman Islands, with a copy delivered to its offices at 7/F Lujiazui Finance Plaza, No. 1217 Dongfang Road, Pudong New Area, Shanghai 200122, People’s Republic of China, or (ii) by voting in person at the EGM.

**To be valid, this Form of Proxy must be completed, signed and returned to the Company’s offices (to the attention of: WenJing Yu at 7/F Lujiazui Finance Plaza, No. 1217 Dongfang Road, Pudong New Area, Shanghai 200122, People’s Republic of China as soon as possible so that it is received by the Company no less than 48 hours before the time of the EGM.**

**360 Finance, Inc.**  
**(incorporated in the Cayman Islands with limited liability)**  
**(NASDAQ Ticker: QFIN)**

**FORM OF PROXY FOR EXTRAORDINARY GENERAL MEETING**

**To be held on September 15<sup>th</sup>, 2020**

(or any adjourned or postponed meeting thereof)

I/We \_\_\_\_\_ of \_\_\_\_\_, being the registered holder(s) of \_\_\_\_\_ Class \_\_\_\_\_ Ordinary Shares <sup>1</sup>, par value US\$0.00001 per share, of 360 Finance, Inc. (the "Company"), hereby appoint the Chairman of the Extraordinary General Meeting <sup>2</sup> or \_\_\_\_\_ of \_\_\_\_\_ as my/our proxy to attend and act for me/us at the Extraordinary General Meeting (or at any adjourned or postponed meeting thereof) of the Company to be held at 7/F Lujiazui Finance Plaza, No. 1217 Dongfang Road, Pudong New Area, Shanghai 200122, People's Republic of China on September 15th, 2020 at 9:00 a.m. (local time), and in the event of a poll, to vote for me/us as indicated below, or if no such indication is given, as my/our proxy thinks fit <sup>3</sup>.

<u>No.</u>	<u>RESOLUTION</u>	<u>FOR</u> <sup>3</sup>	<u>AGAINST</u> <sup>3</sup>	<u>ABSTAIN</u> <sup>3</sup>
1.	<b>IT IS RESOLVED</b> as a special resolution: <b>THAT</b> the name of the Company be and is hereby changed from "360 Finance, Inc." to "360 DigiTech, Inc.," effective immediately, and that any one director or officer of the Company be and is hereby authorized to take any and every action that might be necessary, appropriate or desirable to give effect to the foregoing resolution as such director or officer, in his/her absolute discretion, thinks fit, including but not limited to, attendance on any filing or registration procedures for and on behalf of the Company in the Cayman Islands.			

Dated \_\_\_\_\_, 2020

Signature(s)<sup>4</sup> \_\_\_\_\_

<sup>1</sup> Please insert the **number** and **class** (i.e., Class A or Class B) of Ordinary Shares registered in your name(s) to which this proxy relates. If no number is inserted, this form of proxy will be deemed to relate to all the shares in the Company registered in your name(s).

<sup>2</sup> **If any proxy other than the Chairman of the Extraordinary General Meeting is preferred, strike out the words "the Chairman of the Extraordinary General Meeting or" and insert the name and address of the proxy desired in the space provided.** A shareholder may appoint one or more proxies to attend and vote in his stead. **Any alteration made to this form of proxy must be initialed by the person(s) who sign(s) it.**

<sup>3</sup> **IMPORTANT: If you wish to vote for a particular resolution, tick the appropriate box marked "for". If you wish to vote against a particular resolution, tick the appropriate box marked "against". If you wish to abstain from voting on a particular resolution, tick the appropriate box marked "abstain".**

<sup>4</sup> This form of proxy must be signed by you or your attorney duly authorized in writing or, in the case of a corporation, must be either under seal or executed under the hand of an officer or attorney duly authorized to sign the same.