

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

Bilibili Inc.

(Name of Issuer)

Class Z ordinary shares, par value US\$0.0001 per share

(Title of Class of Securities)

G10970112*

090040106**

(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.

The information required on 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).

* CUSIP number G10970112 has been assigned to the Class Z ordinary shares of the Issuer, par value US\$0.0001 per share.

**CUSIP number 090040106 has been assigned to the American Depositary Shares ("ADSs") of the Issuer, which are listed on Nasdaq Global Select Market under the symbol "BILI." Each ADS represents one Class Z ordinary share, par value US\$0.0001 per share.

| | | |
|---|--|---|
| 1 | Name of Reporting Person XU Yi | |
| 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 28,890,808. See Item 4. |
| | 6 | Shared Voting Power 0 |
| | 7 | Sole Dispositive Power 28,890,808. See Item 4. |
| | 8 | Shared Dispositive Power 0 |
| 9 | Aggregate Amount Beneficially Owned by Each Reporting Person 28,890,808. See Item 4. | |
| 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 9.5%. See Item 4. | |
| 12 | Type of Reporting Person IN | |

| | | |
|---|--|---|
| 1 | Name of Reporting Person Kami Sama 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 28,865,808. See Item 4. |
| | 6 | Shared Voting Power 0 |
| | 7 | Sole Dispositive Power 28,865,808. See Item 4. |
| | 8 | Shared Dispositive Power 0 |
| 9 | Aggregate Amount Beneficially Owned by Each Reporting Person 28,865,808. See Item 4. | |
| 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 9.5%. See Item 4. | |
| 12 | Type of Reporting Person CO | |

- Item 1(a).** **Name of Issuer:**
Bilibili Inc. (the “Issuer”)
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- Item 1(b).** **Address of Issuer’s Principal Executive Offices:**
Building 3, Guozheng Center, No. 485 Zhengli Road, Yangpu District, Shanghai, 200433, People’s Republic of China.
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- Item 2(a).** **Name of Person Filing:**
XU Yi, Kami Sama Limited (collectively, the “Reporting Persons”)
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- Item 2(b).** **Address of Principal Business Office or, if None, Residence:**
The address of the Reporting Persons is c/o Building 3, Guozheng Center, No. 485 Zhengli Road, Yangpu District, Shanghai, 200433, People’s Republic of China.
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- Item 2(c).** **Citizenship:**
XU Yi is a citizen of the People’s Republic of China. Kami Sama Limited is a British Virgin Islands company.
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- Item 2(d).** **Title of Class of Securities:**
Class Z ordinary shares, par value US\$0.0001 per share, of the Issuer.
- The Issuer’s ordinary shares consist of Class Z ordinary shares and Class Y ordinary shares. Each holder of Class Z ordinary shares is entitled to one vote per share and each holder of Class Y ordinary shares is entitled to ten votes per share on all matters submitted to them for a vote. Class Y ordinary shares are convertible at any time by the holder thereof into Class Z ordinary shares on a one-for-one basis. Class Z ordinary shares are not convertible into Class Y ordinary shares under any circumstances.
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- Item 2(e).** **CUSIP Number:**
CUSIP number G10970112 has been assigned to the Class Z ordinary shares of the Issuer, par value US\$0.0001 per share. CUSIP number 090040106 has been assigned to ADSs of the Issuer, each representing one Class Z ordinary share.
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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
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Item 4. Ownership:

| Reporting Person | Amount beneficially owned: | Percent of class: | Percent of aggregate voting power: | Sole power to vote or direct the vote: | Shared power to vote or to direct the vote: | Sole power to dispose or to direct the disposition of: | Shared power to dispose or to direct the disposition of: |
|-------------------|----------------------------|---------------------|------------------------------------|--|---|--|--|
| XU Yi | 28,890,808 ⁽¹⁾ | 9.5% ⁽²⁾ | 26.9% ⁽³⁾ | 28,890,808 ⁽¹⁾ | 0 | 28,890,808 ⁽¹⁾ | 0 |
| Kami Sama Limited | 28,865,808 ⁽⁴⁾ | 9.5% ⁽²⁾ | 26.9% ⁽³⁾ | 28,865,808 ⁽⁴⁾ | 0 | 28,865,808 ⁽⁴⁾ | 0 |

- (1) Represents (i) 28,865,808 Class Y ordinary shares directly held by Kami Sama Limited, a business company limited by shares incorporated in British Virgin Islands, and (ii) 25,000 Class Z ordinary shares in the form of ADSs held by Mr. Xu. Kami Sama Limited is controlled by The Homur Trust, a trust established under the laws of Cayman Islands and managed by TMF (Cayman) Ltd. as the trustee. Mr. Yi Xu is the settlor of The Homur Trust, and Mr. Xu and his family members are the trust's beneficiaries. Under the terms of this trust, Mr. Xu has the power to direct the trustee with respect to the retention or disposal of, and the exercise of any voting and other rights attached to, the shares held by Kami Sama Limited in the Issuer.
- (2) The percentage of class of securities beneficially owned by each Reporting Person is based on 85,364,814 Class Y ordinary shares and 218,181,421 Class Z ordinary shares of the Issuer outstanding as of December 31, 2018, and excluding 10,875,000 Class Z ordinary shares issued and reserved for future issuance upon the exercising or vesting of awards granted under the Issuer's share incentive plans, based on the information provided by the Issuer.
- (3) For each Reporting Person, the percentage of aggregate voting power is calculated by dividing the voting power beneficially owned by such Reporting Person by the voting power of all of the Issuer's Class Z and Class Y ordinary shares as a single class. Each holder of Class Z ordinary shares is entitled to one vote per share and each holder of Class Y ordinary shares is entitled to ten votes per share on all matters submitted to them for a vote.
- (4) Represents 28,865,808 Class Y ordinary shares held by Kami Sama Limited, a British Virgin Islands company.

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

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 8, 2019

XU Yi

/s/ XU Yi

Kami Sama Limited

By: /s/ XU Yi

Name: XU Yi

Title: Director

LIST OF EXHIBITS

| Exhibit No. | Description |
|--------------------|------------------------|
| A | Joint Filing Agreement |

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 Class Z ordinary shares, par value \$0.0001 per share, of Bilibili 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 8, 2019.

XU Yi

/s/ XU Yi

Kami Sama Limited

By: /s/ XU Yi

Name: XU Yi

Title: Director
