ANNUAL MEETING OF STOCKHOLDERS OF

COLONY CAPITAL, INC.

May 4, 2021

IMPORTANT NOTICE REGARDING THE AVAILABILITY OF PROXY MATERIALS FOR THE MEETING OF STOCKHOLDERS TO BE HELD ON MAY 4, 2021.

The Notice of Meeting, Proxy Statement and Proxy Card are available at http://www.astproxyportal.com/ast/21248

Please sign, date and mail your proxy card in the envelope provided as soon as possible.

↓ ▼ Please detach along perforated line and mail in the envelope provided. ▼

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| THE BOARD OF DIRECTORS RECOMMEND A VOTE "FOR" ALL DIRECTOR NOMINEES IN PROPOSAL 1 AND "FOR" PROPOSALS 2 AND 3. PLEASE SIGN, DATE AND RETURN PROMPTLY IN THE ENCLOSED ENVELOPE. PLEASE MARK YOUR VOTE IN BLUE OR BLACK INK AS SHOWN HERE ∑ | | | |
|---|----------|---|-----------------------------------|
| THIS PROXY WHEN PROPERLY EXECUTED WILL BE VOTED IN THE MANNER DIRECTED HEREIN. IF NO DIRECTION IS MADE THIS PROXY WILL BE VOTED "FOR" ALL NOMINEES IN PROPOSAL 1 AND "FOR" PROPOSALS 2 AND 3. | | To elect ten directors from the nominees named in the proxy statement to serve one- year terms expiring at the 2022 annual meeting of stockholders. Sháka Rasheed | FOR AGAINST ABSTAIN |
| | | J. Braxton Carter | |
| | | Gregory J. McCray | |
| | | Jeannie H. Diefenderfer | |
| | | Marc C. Ganzi | |
| | | Dale Anne Reiss | |
| | | Jon A. Fosheim | |
| | | Nancy A. Curtin | |
| | | Thomas J. Barrack, Jr. | |
| | | John L. Steffens | |
| | 2. | Approval of an advisory proposal regarding the compensation paid to Colony Capital, Inc.'s named executive officers. | |
| | 3. | Ratification of the appointment of Ernst & Young LLP as independent public auditor for the fiscal year ending December 31, 2021. | |
| To change the address on your account, please check the box at right and indicate your new address in the address space above. Please note that changes to the registered name(s) on the account may not be submitted via this method. | | In their discretion, the proxies are authorized to vote upon such other business abefore the meeting. | is may properly come |
| Signature of Stockholder Date: | | Signature of Stockholder Date: | |
| Note: Please sign exactly as your name or names appear on this Proxy. When shares are held joint title as such. If the signer is a corporation, please sign full corporate name by duly authorized or | ly, eacl | h holder should sign. When signing as executor, administrator, attorney, trustee or guardiar giving full title as such. If signer is a partnership, please sign in partnership name by author | , please give full prized person. |

COLONY CAPITAL, INC.

Proxy for Annual Meeting of Stockholders on May 4, 2021 Solicited on Behalf of the Board of Directors

The undersigned hereby appoints Jacky Wu and Ronald M. Sanders, and each of them, with full power of substitution and power to act alone, as proxies to vote all the shares of common stock which the undersigned would be entitled to vote if personally present and acting at the Annual Meeting of Stockholders of Colony Capital, Inc., to be held virtually at https://web.lumiagm.com/219091430; passcode: colony2021 (unique 11-digit control number required) on May 4, 2021 at 11:00 A.M. Eastern Time, and at any adjournments or postponements thereof, and at the discretion of the proxies on any other matters that may properly come before the meeting. If specific voting instructions are not provided and the signed card is returned, the proxies will vote in accordance with the Board of Directors recommendations listed on the reverse side.

(Continued and to be signed on the reverse side.)

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